

LIFE

PART I OF A MAJOR 'LIFE' SERIES

AMERICA'S ARTS AND SKILLS

THE TRADITIONS THAT SHAPED U.S. TASTE



FRIGATE'S FIGUREHEAD

20 CENTS

APRIL 18, 1955

NOW~3-Way Automatic Cold!

Hotpoint SUPER-STOR REFRIGERATOR



Triple Cold Control Provides True Food Freezer . . . Ideal-Humidity Refrigeration . . . Plus First Fully Perfected Automatic Defrosting!

NOW, from the same engineers who created the modern combination refrigerator-freezer, comes still another great advance—Hotpoint 3-way automatic cold!

And what a blessing it is to your budget! Foods stay fresh *far longer*—for Hotpoint's remarkable 3-way cold provides ideal humidity for *all* kinds of fresh foods.

Foods freeze faster, too. Because—unlike most refrigerators—this new Hotpoint has a separate *true* food freezer . . . with its own *separate* cold system . . . and *six-side* insulation.

And you're forever free from messy refrigerator *defrosting*, too. With Hotpoint's exclusive Frost-Away, there's *NO frost to DEfrost*.

Be sure to see this most advanced of all refrigerator-freezers before you buy* . . . because *only* Hotpoint offers you 3-way automatic cold plus all of today's most modern convenience features.



*Dealers are listed in most classified phone directories.

Harriet Nelson—of Hotpoint's famous **OZZIE & HARRIET** program—every week on TV!



Hotpoint

FIRST WITH THE FINEST FOR 50 YEARS!

Ranges • Refrigerators • Dishwashers • Disposals®
Water Heaters • Food Freezers • Automatic Washers
Clothes Dryers • Air Conditioners



Handy Dairy-Stor includes egg rack, Butter Bin, two Cheese Keepers, Ready-Foil dispenser for wrapping freezer packages—all in door, right at your finger tips.

Hotpoint Co. (A Division of General Electric Company), Chicago 44.



Roll-Out Shelves even bring foods at back up front! Special Stor-More Shelf (*below*) permits easy storage of big turkeys, watermelons, etc. Sturdy rustproof aluminum.



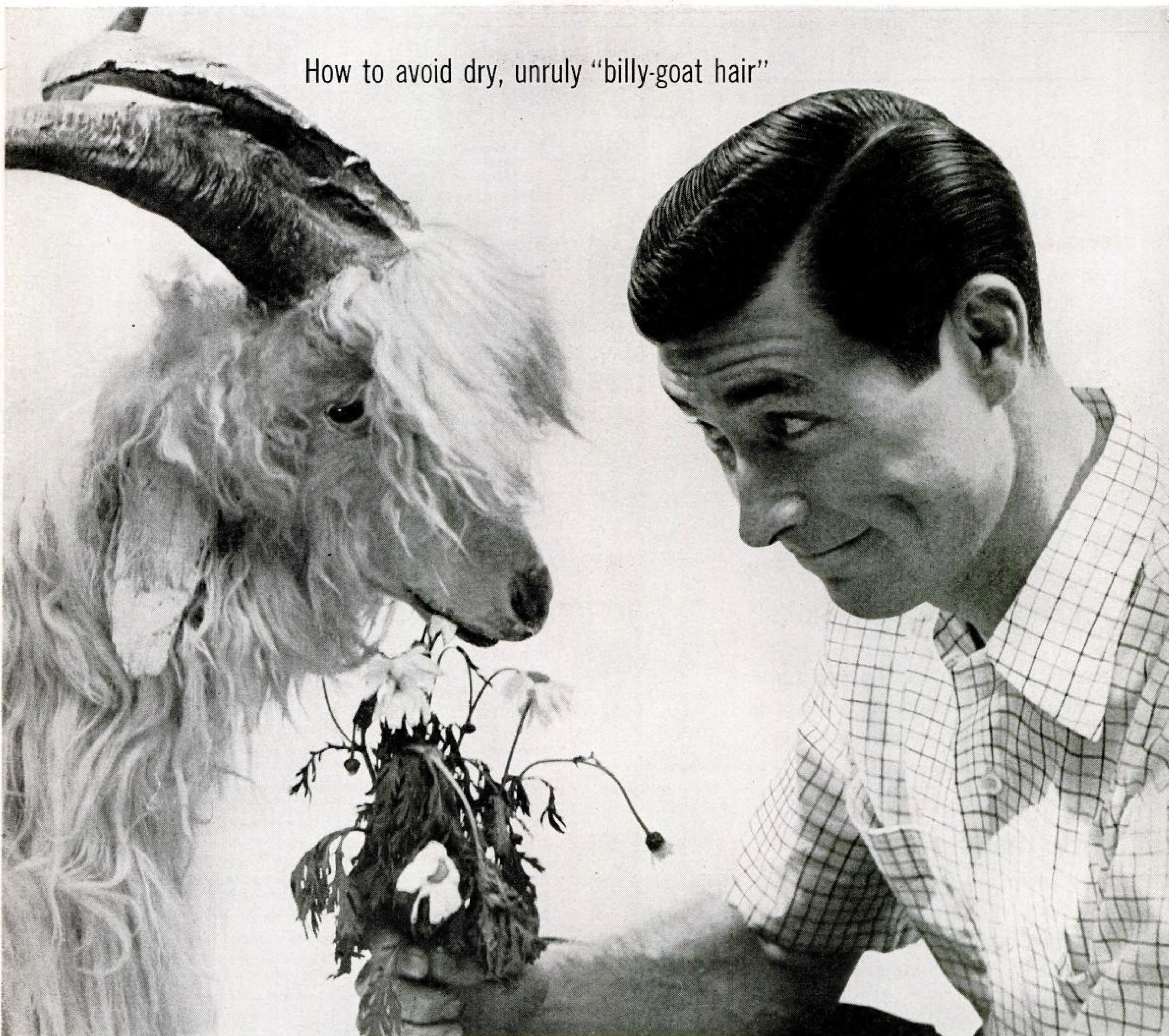
True Food Freezer. Largest of all top freezers—holds 91 lbs. Provides zero-sharp cold for fast freezing required to capture full flavor and nutrition values.

**\$2,000,000⁰⁰ in Prizes...
Win A Dream Home FREE!**



● **Easy To Win**—nothing to buy! Over 5000 prizes—4 fully furnished homes, 50 combination kitchen-laundries, 5000 famous Hotpoint appliances. See your Hotpoint dealer* for entry blank.

How to avoid dry, unruly "billy-goat hair"



New greaseless way to keep your hair neat all day

New Vitalis with V-7 prevents dryness, makes hair easy to manage

If you dislike over-oily hair tonics, here's good news. New Vitalis keeps hair in place with V-7, the *greaseless* grooming discovery.

You can use Vitalis as often as you like—even every day—yet never have an over-slick, plastered-down look.

What's more, it gives you wonderful protection from dry hair and scalp. And tests show it kills on contact germs many doctors associate with infectious dandruff—as no mere cream or oil dressing can.

Try new Vitalis with V-7. You'll *like* it.

New VITALIS® Hair Tonic with V-7



NEW VITALIS



MESSY OILS



"TISSUE TEST" proves greaseless
Vitalis outdates messy oils

In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unretouched photographs above show the difference in results!

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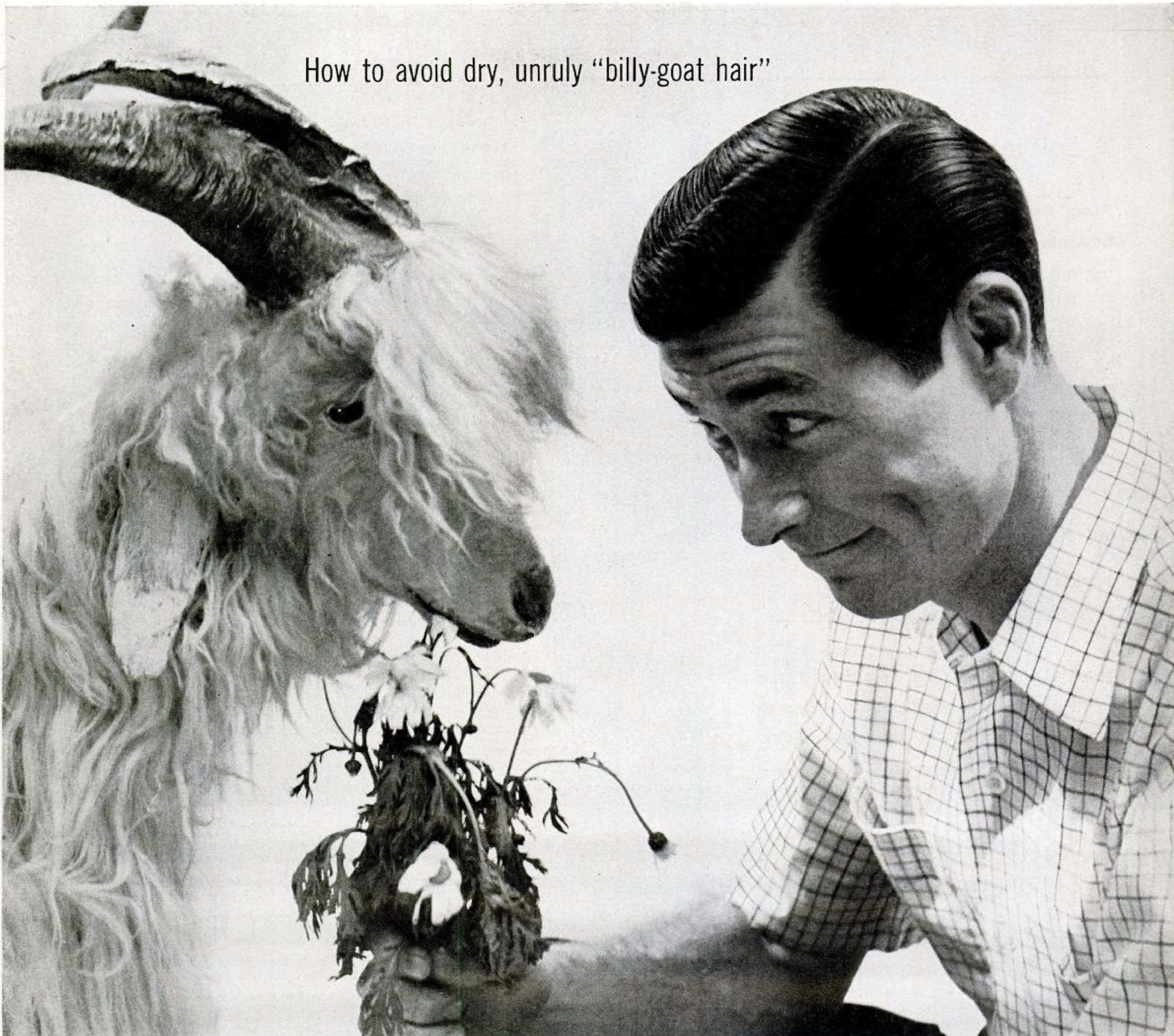
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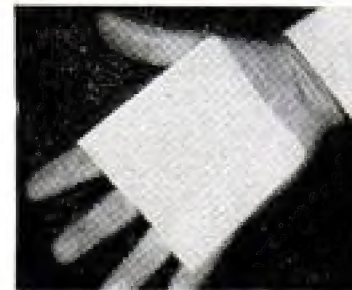
Try new Vitalis with V-7. You'll like it.

New VITALIS® Hair Tonic with V-7®

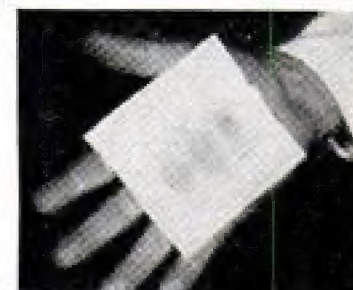


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The Parker touch



COPY, 1955 BY THE PARKER PEN COMPANY, JANESVILLE, WISCONSIN, U. S. A.; TORONTO, CANADA

Only ball point that can please every hand... the new Parker Jotter with 4 point sizes

The Parker Jotter has this extremely useful advantage over all other ball point pens: it writes exactly *your way*. You have a choice of four individual points, from a *broad* writing point to one that writes *extra fine*. That's a good point for *gift givers* to remember!

The beautiful Jotter you see here is Parker's newest, the "51" Jotter. Its advanced styling and design are as unlike ordinary ball pens as the famed Parker "51" Pen itself.

For one thing, the barrel, though pencil-slim, holds a tremendous ink reservoir... easily enough to write a year's average business

correspondence without refilling. (Writes almost 400,000 words.)

And, you will notice there's no telltale ball point button. Instead, Parker's *exclusive* sliding cap automatically extends and retracts the point.

"51" Jotters, Lustraloy or gold-filled caps, \$5.00 and \$8.75. Other Jotters, also with choice of 4 points, from \$2.95. Jotter is the pen name for the perfect gift this year!



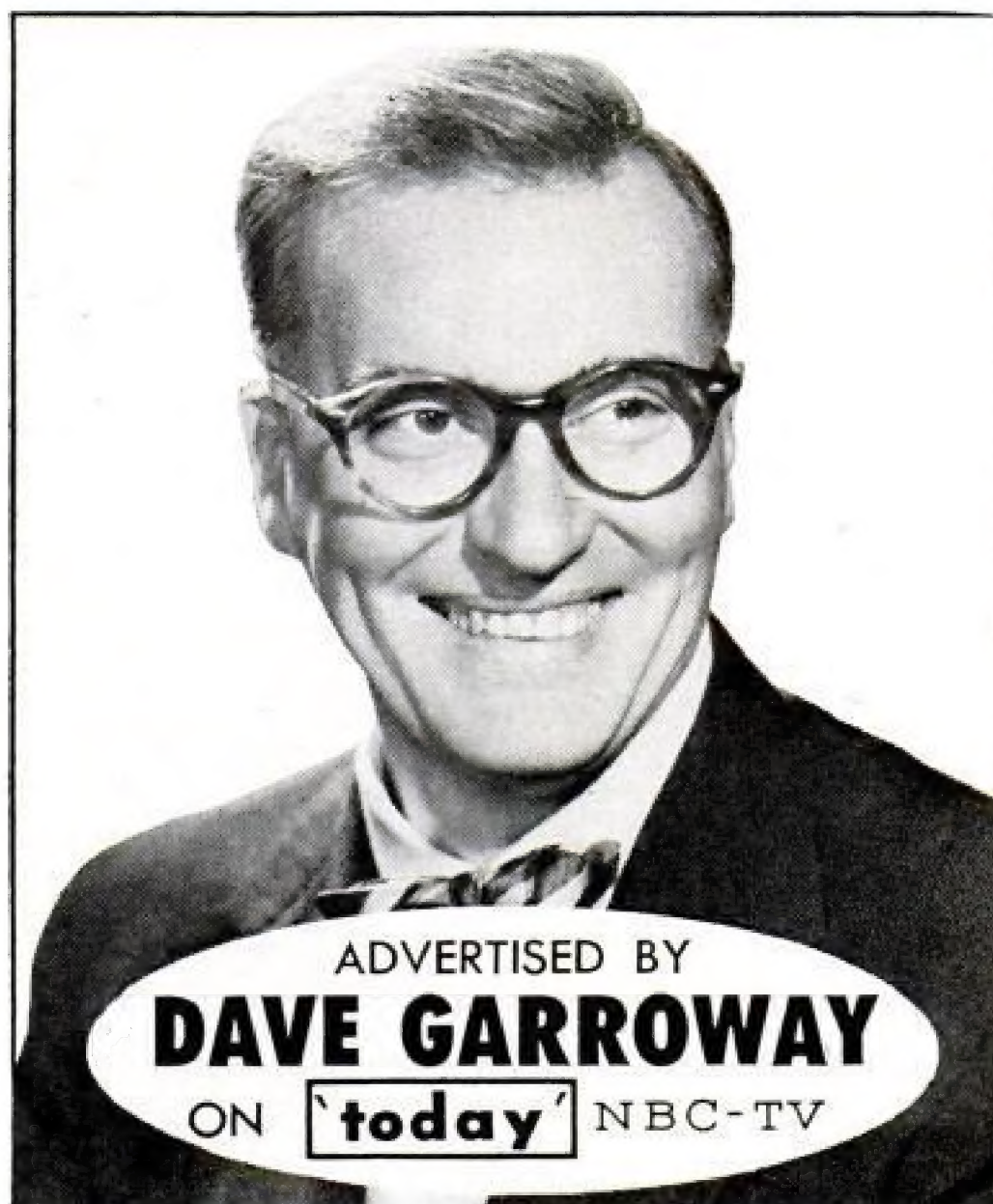
The Parker Pen Company

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HOW TO RE-SCREEN WITH ALCOA ALUMINUM

—and live happily forever after

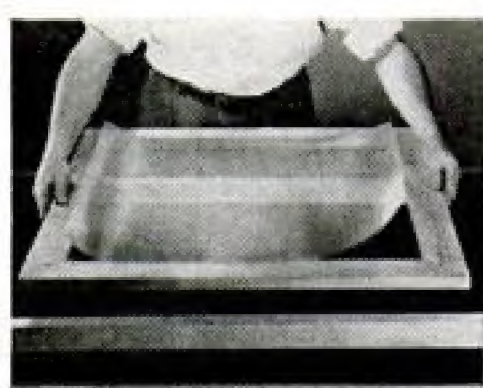
If you already have door and window screens made with aluminum screening, just file this information away. You won't need it for many, many years.



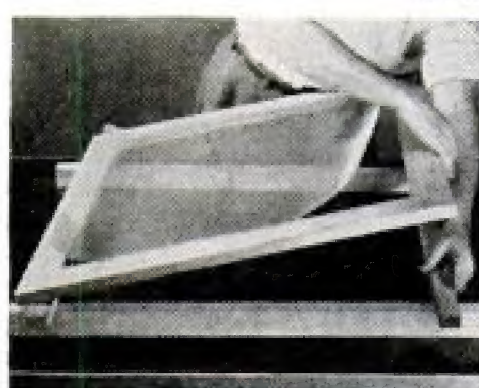
To get ready

1. Carefully lift the molding (or "C" shaped strip in metal frames) with a putty knife or screw driver.
2. Scrape and scrub out any corrosion left by old screening.
3. Paint or varnish any wood that will touch the screening.
4. Take accurate measurements.
5. Get aluminum tacks. Steel tacks are second best. Don't use copper or brass.

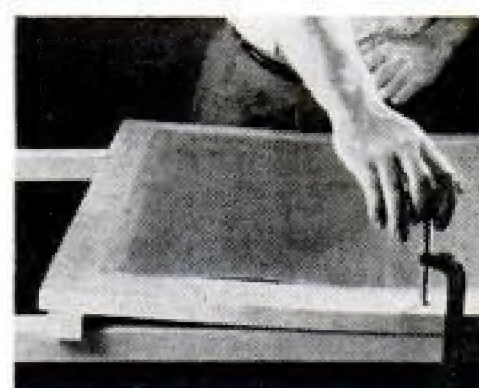
A If you have wood frames, TACK IN screening made of Alcoa Aluminum like this



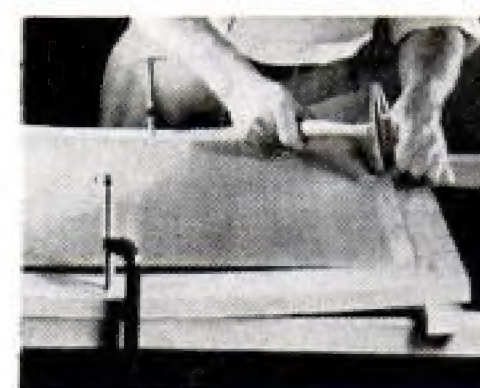
1. Place the screen frame on a pair of 2" boards, screen side up.



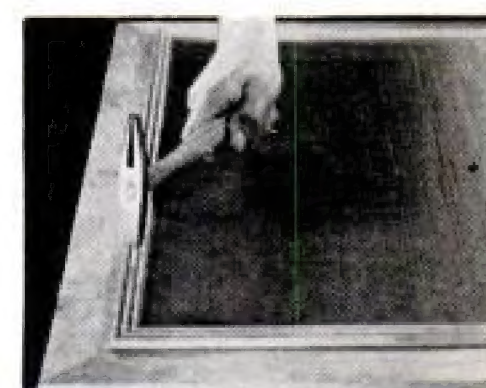
2. Under top and bottom edges of screen, lay 1" boards like this.



3. Tack screening in place at top. Then clamp frame to 2" boards.

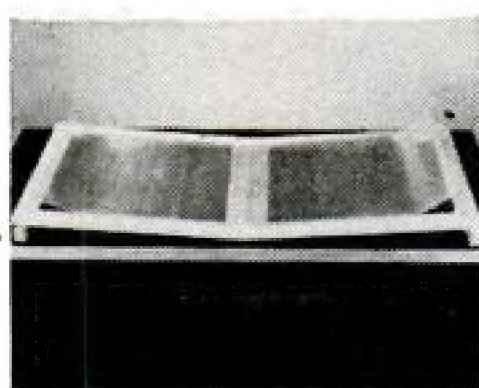


4. Pull aluminum screening taut, tack at bottom. Remove clamps.

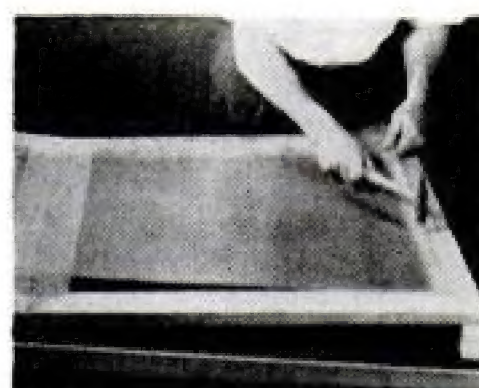


5. Tack the sides and replace molding to finish a beautiful job.

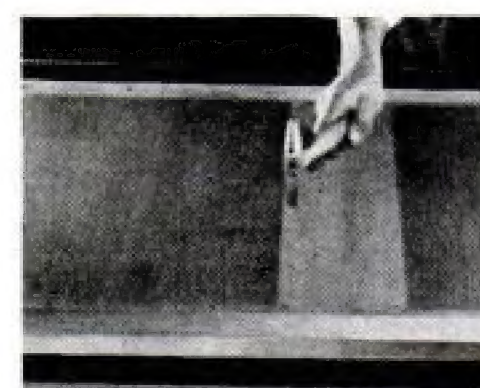
B ... or you can take this short cut if your screens have raised moldings



1. Butt the long edges of two screens together. Lay 2" boards under outer edges.



2. Tack screening at one raised edge. Pull taut and tack at opposite edge of other frame.



3. Remove boards and press butted frames flat. Tack both frames at butted edges.

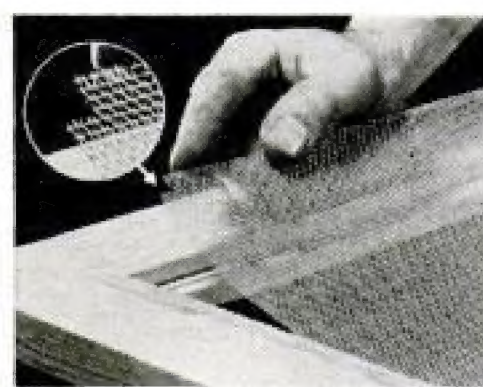


4. Cut screens apart. Trim and finish tacking edges. Then replace moldings.

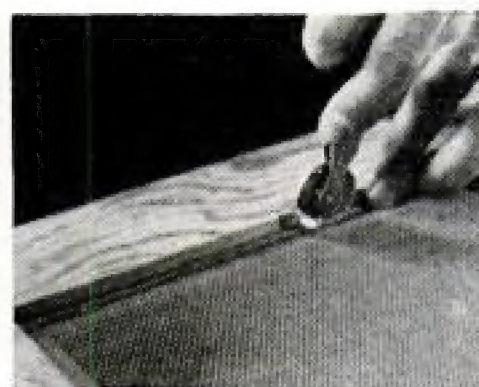
C ... And here's how to ROLL IN screening made of Alcoa Aluminum in flush-molding frames



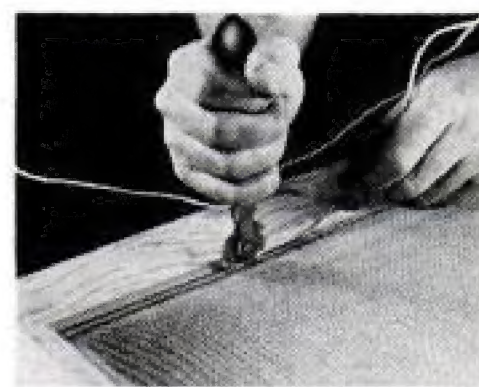
1. Cut screening to exact outside measurements of opening left when you remove molding.



2. Cut a perfectly square notch at each corner, to inside edge of slots, but not beyond.



3. Hold top edge of screening in place. Run screen wheel, in short hitches, entire length of top rail.



4. Now use wheel to insert spline. (With care, nail set or punch can be used in place of screen wheel.)



5. Run tool butt along inside of frame to crease screening flat. Do not crease at edge of frame.



6. Repeat the procedure at bottom of frame, then at the sides, in that order. Tack molding in place.

TO SCREEN METAL FRAMES, simply remove the "C"-shaped metal strip...  roll in aluminum screening as shown in Method C...replace metal strip.

Whether you "do-it-yourself" or buy new units, insist on screening made of Alcoa Aluminum.

Do it right . . . you may be re-screening for the last time!



It took 17 years to develop the Alcoa Alclad Wire used in aluminum screening. Now you can use aluminum screening woven of Alcoa Alclad Wire with every assurance that this strong, weather-resistant product is worthy of your best efforts. Under normal conditions, you can expect it to last as long as the frames you put it in.

WHEN YOU RE-SCREEN, remember:
Screening made of ALCOA Aluminum
• Never Rots • Never Burns • Never Sags
• Never Stains Light Paint or Masonry

ALCOA
ALUMINUM
ALUMINUM COMPANY OF AMERICA



Model 4EH15 in Sea Mist Green. Also available in Primrose Yellow or White

Now! Barbecue! Roast! with Self-Basting Rotary Roaster...

right inside new **"Dial Any Heat"**

ADMIRAL ELECTRIC RANGE

Delicious!... "shish-kebab" made the Admiral Rotary Roaster way!

Admiral's Rotary Roaster makes the most mouth-watering meals you ever tasted... meats tender beyond belief, juicier than you ever thought they could be. Bastes as it roasts as it turns automatically... keeps natural juices rolling over the meat. Large enough to hold a company-size ham, big roast, or fowl. Slides easily in

and out of the oven.

This is only one of many features that make the new 1956 Admiral "Dial Any Heat" Electric Ranges best for better cooking. See them today at your Admiral dealer's!

You can own an Admiral Electric Range for as little as \$2.08* a week.

*Your old appliance may more than cover down payment.

Admiral

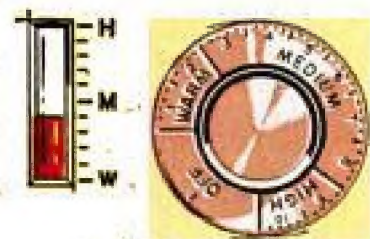
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In Canada—Canadian Admiral, Port Credit, Ontario

This One



QOPK-R8W-LZ4S

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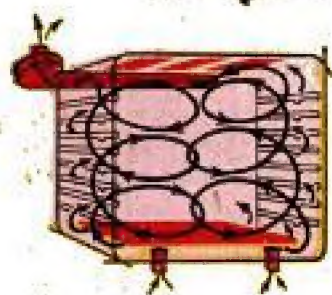
"Dial-Any-Heat" Surface Unit Controls give you an unlimited number of heat settings—the exact heat for any kind or amount of food!



"Flex-O-Grill" plugs into appliance outlet for range-top frying, baking, grilling. Like 2 extra surface units. Optional, extra.

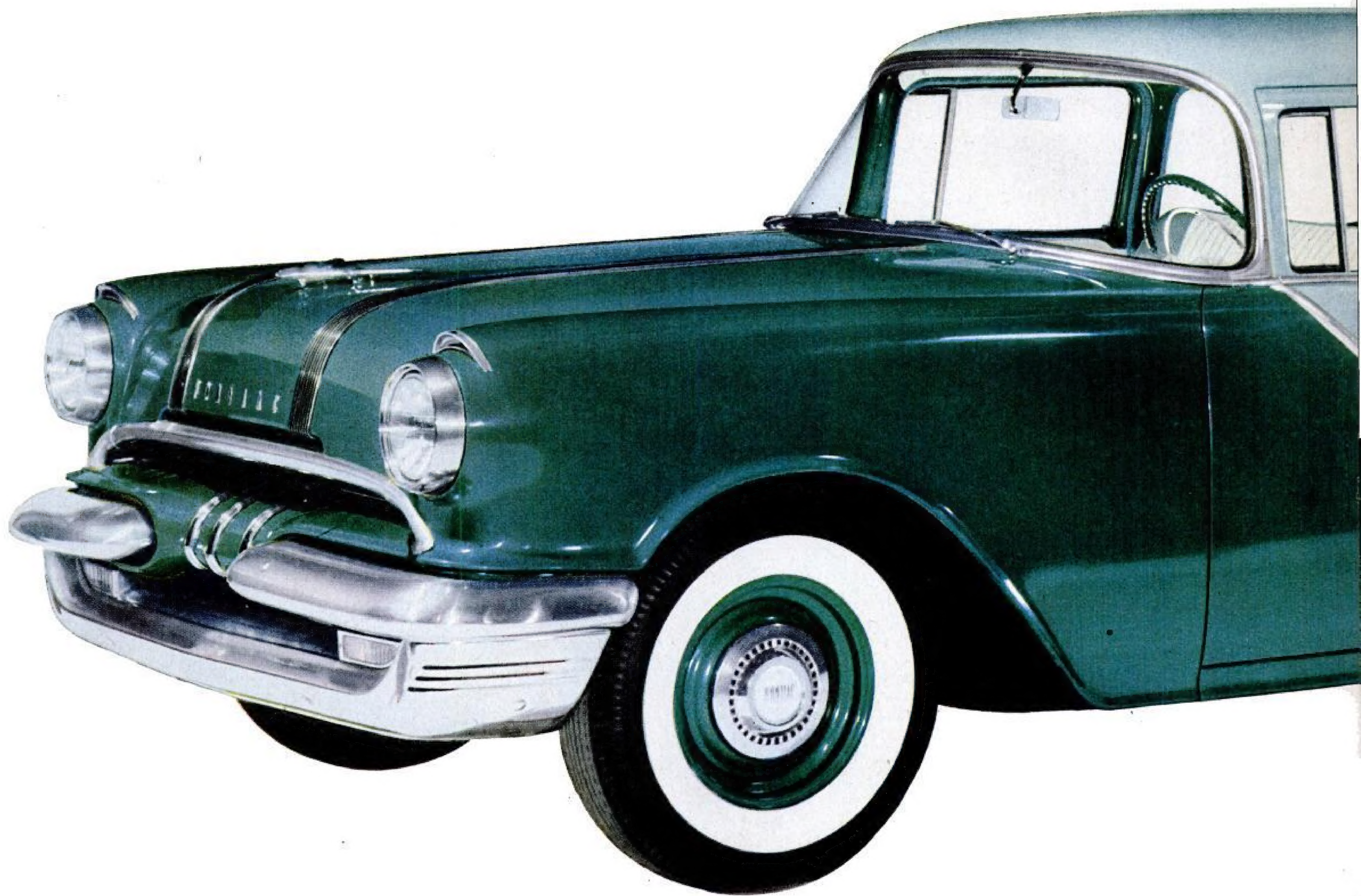


"Elevator" Broiler Rack raises, lowers at a touch without removing hot rack from oven. 9 levels for each of 7 rack "glides."



"Even Oven Heat," found only in the new Admiral, insures uniform baking and perfect results in every area of the oven!

Tomorrow's style



today's outstanding



One of your first discoveries behind the wheel of a new Pontiac is that here is a clue to the future—an all-new pattern in styling and performance.

You have the proud satisfaction of driving a car that is easily the most distinctive on the road, with its exclusive Twin-Streak styling and Vogue Two-Tone colors.

But for your fullest realization of how really new driving can be, just turn the key and go—like you've never gone before! Pontiac's husky Strato-Streak V-8 provides thrilling response with all the reserve you'll

ever need. But Pontiac's years-ahead performance involves more than power. It encompasses practically effortless handling—and the comfort of a longer-than-average wheelbase and solid extra weight.

While its style and performance are paced to the future, Pontiac gears its price to today's practical buyer. In fact, you can buy a big, powerful Pontiac for less than many models of the lowest-priced cars or stripped economy models of higher-priced makes! Come in soon—see, drive and price the year's greatest value!

and performance...



value!

Go Modern
... Go

Pontiac

SEE YOUR NEAREST PONTIAC DEALER

Step out refreshed . . . delight in this fragrant protection
that keeps you lovely
to be near

NEW *Evening in Paris* DEODORANT STICKS



Stop perspiration odor!
Keep underarms dry!
Delightfully fragrant!

SPECIAL INTRODUCTORY OFFER

Good for Limited Time Only!

2 for only \$1
(reg. \$1.50 value)

BOURJOIS—Created in France... Made in U.S.A.



VOGUE JEWELRY

How to buy these Sacony poplin separates


These are the famous separates that Sacony produces in staunch, easily washed poplin. You should see *all eleven colors* and *twenty-two styles* before you make your selection. And the best way to do this is to hurry to a store while stocks are fresh and complete.

If you don't *know* which store, you can still be on time. Pick up your telephone and dial Western Union's number. Ask for Operator 25. You'll find her a fount of information on where to buy Sacony fashions. (Or, of course, if you write Sacony at College Point, New York, you'll get store names by return mail.)

Here's another tip. Keep this page with you. It will cut down confusion when you go to shop. And it will be a big help if you decide to write or phone your order to the store.

Reading left to right, the cuffed blue shorts are 3.95, strapless halter is 2.50, jacket is 6.95. White halter and skirt, 2.50 and 6.95. The sailor-collar shirt is 3.95, the bicycle pants are 5.95. Pink Bermuda shorts, 4.50; shirt, 3.95. White jacket is 6.95. (Prices slightly higher in Canada. For Canadian store names, write Sacony, 423 Mayor Street, Montreal.) All sizes 10 to 18.

ADVERTISEMENT: copyrighted by Sacony



Only fresh lemons give the true lemon flavor!

Sunkist proudly presents the

Perfect Lemon Pie

*A basic fresh-lemon filling
you can use
these 3 delightful ways*

1 Prize Winning Lemon Pie

9" pie shell, baked	¼ tsp. salt	½ cup fresh lemon juice
7 tbsp. cornstarch	1½ cups hot water	1 tsp. grated lemon peel
1½ cups sugar	3 egg yolks	2 tbsp. butter

This is a melt-in-the-mouth masterpiece, favorite with families everywhere. Mix cornstarch, sugar and salt in saucepan. Add hot water gradually and cook over direct heat, stirring constantly from 6 to 8 minutes or until thick and clear. Remove from heat and stir about ¼ cup hot mixture gradually into beaten egg yolks. Pour back into pan. Cook at low heat, stirring constantly, for 6 minutes. Take off range; add lemon juice, peel and butter. Cool filling and then pour into shell.

Meringue

3 egg whites	1 tsp. lemon juice	6 tbsp. sugar
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Beat egg whites and lemon juice until they hold in soft peaks. Add sugar gradually, beating until whites are glossy and stand in firm peaks. Spread on filling, attaching to edge of crust. Bake at 350°F. for 15 to 20 minutes until meringue is golden brown. Cool and serve.

We dote on lemon pies, naturally. And where else but at Sunkist would you expect expert cooks to collect hundreds of lemon pie recipes... to bake, and taste, and compare them... to dream up delicious new pies... and then select for you the ONE wonderful filling that pleases everyone? This prize winning recipe is given at the left.

This *tastiest* of true lemon pie fillings is a master recipe you can vary easily to surprise your family with new desserts, as shown below.

The **tangy lemon flavor** that makes lemon pie the all-American favorite comes only, of course, from *fresh* lemons—so be sure to use the world's finest, Sunkist Lemons from California and Arizona.



2 Lemon Chiffon Pie—Here's the fluffiest lemon pie we've ever developed at Sunkist. You'll love it! Make filling as for Pie No. 1. Set aside ¾ cup of it. Make meringue the same, too, except to use only 5 tbsp. sugar. Fold meringue into filling in saucepan; pour into cooled, 9-inch baked pie shell. Spread remaining ¾ cup filling decoratively over pie. This recipe is a particularly good one to use for open-face lemon tarts. Bake pastry in tart or muffin pans. Cool. Fill as directed above.

The best cooks, they say, use the most lemons! *Fresh* lemons, of course—because it is the tangy juice and the grated peel (as well as the essential fruit oil) which give the true lemon flavor. And only the soil and sun of California and Arizona can bring you such superlative



3 Lemon Almond Pastry Torte—Make No. 1 pie filling. Make pastry (enough for two-crust pie). Divide pastry in thirds and roll three 8-inch pastry circles. Prick well. Cut out center of one circle with small cookie cutter, brush with milk, score, and cover with slivered blanched almonds. Bake circles. Cool. Then, spread half of the filling on one of the plain baked circles. Add second layer—second plain circle spread with rest of filling. Top with the almond-covered pastry circle.

fruit as Sunkist Lemons—the pick of the crop, the finest you can buy in any market.

Free booklet. Helpful tips on baking better pies. Write for "10 Prize Winning Lemon Pies," Sunkist, Section 2704, Terminal Annex, Los Angeles 54, California.

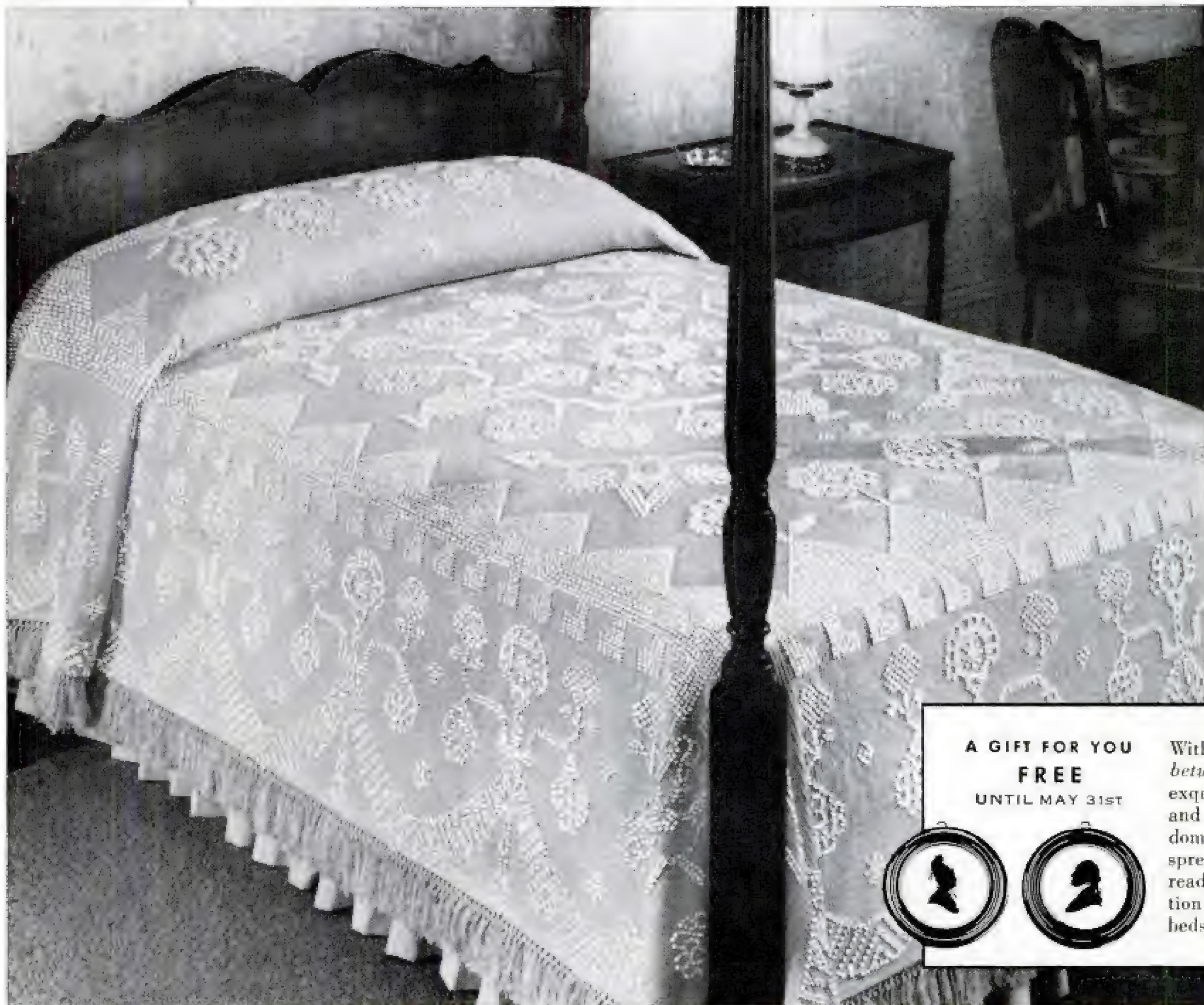
fresh **Sunkist** *lemons*

Who ate my Post Toasties?



Listen, sister, this is the LAW: Post Toasties
every morning and no mistake. No other kind
of corn flakes either—because no other
gives out with that same sweet, crisp,
extra-special flavor. So make it fast down
to the store and tell the man you want some more.
For goodness sake—get **Post Toasties!**

The most treasured gift of all...




Bates

"GEORGE WASHINGTON'S CHOICE"

Recognized as the most famous bedspread in America, it carries a certificate of authenticity and is permanently registered in the name of the owner. This guaranty is important for no imitation has ever equalled the Bates original in beauty or value. Preshrunk, reversible, perfectly washable. If you are to have a genuine "George Washington's Choice" for your own, for a June bride, you should order it now. Antique White, single or double, in an impressive gift box, 27.50*

*Slightly higher in the West

**A GIFT FOR YOU
FREE
UNTIL MAY 31ST**



With each "George Washington's Choice" purchased between April 14th and May 31st, Bates will send this exquisite pair of antique-type silhouettes of George and Martha Washington. Beautifully framed, with domed glass, they are a perfect complement to the spread, a charming "little present". To receive this ready-to-hang decorator gift, simply mail the registration form of your new "George Washington's Choice" bedspread postmarked not later than May 31, 1955.




Bates

"QUEEN ELIZABETH"

From the glorious era of Elizabeth I, the textured weave and intricate design of this magnificent counterpane. Bates perfect replica, a masterpiece in its own right, is preshrunk, permanently puffed, richly fringed. Antique White, Snow White, Pink, Aqua, Daffodil, Mint or Beige. Single or double, beautifully gift boxed, 29.50



THE ROYAL COAT OF ARMS
die-cast brass door knocker will be sent from England to registered owners of "Queen Elizabeth." To receive this free gift, mail the registration form that comes with the bedspread postmarked not later than May 31, 1955.

NEW DECORATING BOOKLET!



Do it yourself—with Bates bedspreads! Forty fascinating and economical ways to make use of old (and new) spreads for decorating all through the house.

SEND COUPON TODAY!

BATES FABRICS, INC., 112 WEST 34TH ST., N.Y. 1
Please send illustrated booklet "I Made it Myself." I enclose 25¢ (coin or check) to cover postage and handling.

Name _____

Street Address _____

City _____ Zone _____ State _____

Arise

FLOOR CLEANING SLAVES

Discover the wonder of vinyl beauty underfoot

Flor-Ever is the micro-smooth vinyl floor that is cleaned so much easier. Flor-Ever is the vinyl floor you wax less because it's vinyl-bright. Flor-Ever is the glowing vinyl floor *never* harmed by ordinary kitchen mess. Yes, in every way, Flor-Ever is *the* floor that cuts cleaning drudgery and gives you magnificent decorator beauty (You simply must see those superb vinyl-rich colors to believe them.)

And, Flor-Ever is setting new standards for wear

Flor-Ever, in one of its many forms, is perfect for every place—over wood or concrete—basement to attic (or store, office, institution).

See Flor-Ever's galaxy of color and styles *today!*



By the Yard - By the Tile

Flor-Ever®

America's biggest selling **VINYL** FLOORING and COUNTER TOP

for...basement to attic...store or office...everywhere and every purpose



YOU CAN INSTALL THE TILES

Anyone can install Flor-Ever Tiles. Your dealer will gladly give you a simple direction sheet anyone can follow. Almost no tools are required. All the Flor-Ever types come in tile.



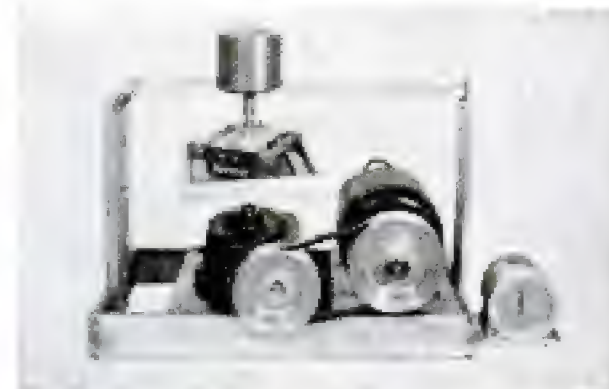
NO KITCHEN MESS CAN HARM

No vegetable, animal or mineral fat, oil or grease ordinarily used in kitchens can harm any Flor-Ever—neither the Standard, the Vinyltone, the Vinyl Asbestos, the Universal.



VINYL LUSTER IS BUILT IN

Flor-Ever, in any of its forms, is *naturally* lustrous; it's vinyl! The power-polished surface has a vinyl sparkle that lasts longer and light buffing with paste or liquid wax speedily increases its gloss.



SETS NEW WEAR STANDARDS

Flor-Ever, in each price and use range, outwears non-vinyl floor coverings of even greater thickness. On this grinding machine Flor-Ever Standard has withstood as much abrasion as floorings 50% thicker.



FOR MATCHING COUNTER TOPS

Now—matching your floor—Flor-Ever Standard for counters . . . all of Flor-Ever's grand easy-to-clean features . . . and so flexible it is run right up the back splashboard (no mess-catching seams anywhere).

Sloane—Delaware, Trenton, N. J....Flor-Ever vinyl...linoleum...cork...enameled floorings

The *New* PACKARD

WITH EXCLUSIVE TORSION-LEVEL RIDE



THE NEW PACKARD "FOUR HUNDRED"

Discover for yourself... *nothing on earth rides like a Packard!*

ACROSS America there is tremendous acclaim for the distinguished styling, the luxurious elegance of the *new* Packard. But only when you drive it, will you get a true picture of the greatness of this *one* new car in the fine car field.

The exclusive Packard Torsion-Level Suspension system eliminates conventional springs and utilizes torsion action to smother road shocks. The roughest roads become velvety smooth and the fatigue factor of travel is reduced to a minimum.

In the *new* Packard you see the road but never feel it!

The *new* Packard has the world's most powerful V-8 engine . . . 275 horsepower in the Caribbean, 260 in the Patrician and Four Hundred models. Linked to the engine is the new Packard Twin Ultramatic Transmission—two drives in one—with finger-tip choice of flashing getaway or smooth cruising glide.

Impressively styled . . . elegantly upholstered . . . distinctively color harmonized . . . the *new* Packard is designed to *reflect your pride in the finest!* Your Packard dealer will be happy to place the keys to a *new* Packard at your disposal. Call him soon . . . drive the *new* Packard and let the ride decide.



IN FEZ, MOROCCO ancient Boujeloud's Gate is just a few steps from the wonderfully cool comfort and filtered air provided by modern RCA Air Conditioners.



SCORCHING SUN pours through bamboo canopies which give little shelter against the searing temperatures that sometimes go as high as 130 degrees at Marrakech.



HOT DUSTY AIR from sun-baked streets presents a difficult challenge to the air-filtering capacity and all-around cooling efficiency of any room air conditioner.

PROVED IN THE BLISTERING HEAT OF MOROCCO!

RCA Air Conditioners backed by the research and engineering skill of RCA . . .
your guarantee of satisfaction here at home

FOR YOUR OWN HOME OR OFFICE choose the only air conditioner that gives you the extra protection of RCA's worldwide leadership in research and engineering skill.

In Morocco, Karachi, Singapore and other of the world's toughest weather spots, RCA Air Conditioners are demonstrating amazing efficiency and durability . . . providing mountain-cool comfort under blistering temperatures, day after day . . . filtering dirt, dust and sand from the air . . . wringing gallons of moisture from steamy atmosphere.

You may never experience climate like this . . . but you can be certain that your RCA Air Conditioner will give you reserve power and dependability to keep you cool and comfortable on the hottest days and nights you'll ever know. See the new 1955 models now at your RCA Air Conditioner dealer's. RADIO CORPORATION OF AMERICA, CAMDEN, N. J.



THIS ON-THE-SCENE PHOTOGRAPH shows an RCA Air Conditioner installed in the Palais Jamai, formerly a Sultan's palace and now the leading hotel in Fez, Morocco.



NEW FLUSH MOUNTING . . . permits you to install the new 1955 RCA Air Conditioner flush with inside walls so as not to interfere with draw drapes or curtains. The right size for every room . . . $\frac{1}{8}$, $\frac{1}{2}$, $\frac{3}{4}$, 1 and $1\frac{1}{2}$ h.p. models . . . all engineered for better year 'round living.

ONLY RCA GIVES YOU ALL THESE ADVANTAGES:

"HEART-OF-COLD" COMPRESSOR: top cooling capacity; five-year warranty.

"HUSH-A-BYE" FANS: so whisper-quiet you scarcely hear them.

PERMANENT FILTER: aluminum; easily cleaned; never needs replacement.

PUSH-BUTTON CONTROLS in concealed "Climate Tuner" Panel.

DIRECTIONAL GRILLES: easily adjustable; direct air to any part of the room.

AUTOMATIC THERMOSTAT: assures constant, automatic temperature control.

HEATS OR COOLS: built-in heating available on some models.

RCA FACTORY SERVICE: available only to RCA owners. Service contract optional.

Wherever you live, you'll feel better with an

RCA Air Conditioner



because RCA makes a world of difference anywhere in the world!

You're neater no matter where you go
in suits with the extras of DACRON®





You don't have to head for the tropics to experience steaming, suit-wrinkling heat. Nor does it take a particularly hot day to wilt and ruin your appearance. That's why every man needs a tropical suit with the stay-neat *extras* of "Dacron"!

And that's why so many of today's top makers of men's suits have added the *extra* wrinkle resistance, *extra* press retention and easy care of "Dacron" to so many lightweight suits. You can choose from a full range of smart styles, colors and patterns!

So spend your spring and summer in a comfortable tropical that needs less pressing . . . less upkeep. A suit that can keep you neat and presentable through days of wear—rain or shine, at home or on the go—thanks to "Dacron"* polyester fiber!

*"Dacron" is Du Pont's registered trade-mark for its polyester fiber.
Du Pont makes fibers—not fabrics or garments.

DACRON® WRINKLE-RESISTANT FIBER
ONE OF DU PONT'S

EXTRA RESILIENCE	EXTRA SHAPE RETENTION	EXTRA PRESS RETENTION	EXTRA EASY CARE
			
For bounce-back wrinkle recovery	For non-baggy knees even in wet weather	For a long-lasting smart crease	For less upkeep . . . greater savings

You'll find suits of 100% "Dacron", and blends of "Dacron" and wool and "Dacron" and rayon sold in fine stores everywhere. You'll also find wash-and-wear suits made with 100% "Dacron" or blended with other fibers. Naturally, the more the "Dacron" content in the suits you buy, the more noticeable the stay-neat *extras* are likely to be! Let your favorite clothier be your guide.



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...long time between quarts,
now that I'm using Quaker State!"

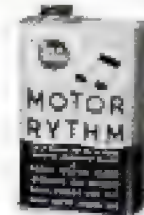
A half-century reputation notwithstanding, new users are always astonished by the endurance of Quaker State Motor Oil. And by other superiorities: complete protection, *Miracle Film* lubrication, and eye-opening car performance. Quaker State excellence is both natural and man-made... 100% Pure Pennsylvania Grade Crude Oil, the world's finest, is super-refined in special ways to make it best for today's engines. Proved superior in every test, in the engine laboratory and on the highway. Try it!



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Member Pennsylvania Grade Crude Oil Association

"I'm loaded"
says the Hollingshead Service Center

Yes, loaded with products to solve your car-care problems. Stop where you see this display.



Ask for MOTOR RHYTHM \$1.00

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CAMDEN 2, NEW JERSEY

m-m-m...
wonderful
flavor!

they're so
fresh and
crisp, too



Wise
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The FINEST Potato Chips Made
PREPARED IN PURE VEGETABLE OIL

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Makes FISH delicious!
Ask for A-1 when dining out, too!

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At Leading Chain and Independent Stores
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"Sure, I can refill it! The Fisher 1-for-All refill fits almost any ball point pen!"

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Guaranteed to grow or money back

SAVE 50¢
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PERFECT
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Turns lawns green - keeps lawns green!

GET A BEAUTIFUL LAWN!
At your favorite Super Market

It's easy! Win an

**AUTOMATIC WASHER
FULL OF \$10 BILLS!**

Tide's \$100,000 AUTOMATIC WASHER CONTEST



First Prize: \$10,000 plus an Automatic Washer!

Hundreds of wonderful prizes! Washers chock-full of money! Dryers! Ironers! Appliance Gift Certificates!

1st PRIZE: . . . **\$10,000 CASH**
PLUS AN AUTOMATIC WASHER

2nd PRIZE: . . . **\$5,000 CASH**
PLUS AN AUTOMATIC WASHER

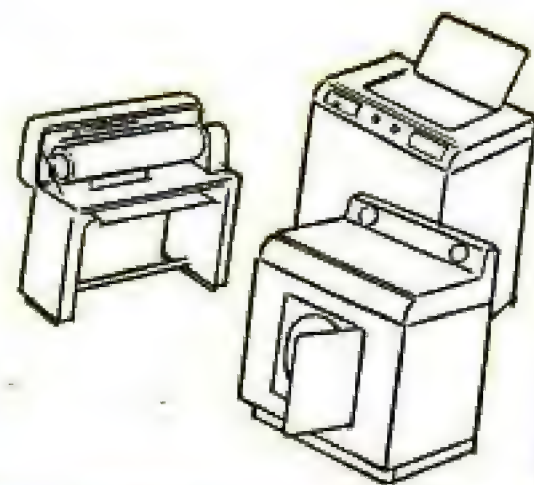
3rd PRIZE: . . . **\$1,000 CASH**
PLUS AN AUTOMATIC WASHER

Next 20 Prizes: Automatic Washer and Companion Dryer

Next 50 Prizes: Automatic Washer or Dryer

Next 100 Prizes: Automatic Ironer

Next 200 Prizes: \$50 Appliance Gift Certificates



**WIN AN EXTRA \$100 CASH BONUS!
VISIT YOUR APPLIANCE DEALER!**

Here is how: Just have any appliance dealer selling automatic washers endorse (sign or stamp) your Contest Entry Blank. Then, if you win any of the prizes, you will be presented with an extra \$100 in cash through your appliance dealer! You can select any of the wonderful brands listed below if you win an automatic washer, dryer or ironer.

ABC . . . Barton . . . Blackstone . . . Caloric . . . Coronado (Gamble) . . . Easy . . . Firestone . . . General Electric . . . Kelvinator . . . Kenmore (Sears Roebuck) . . . Laundry Queen . . . Maytag . . . One Minute . . . Speed Queen . . . Wizard (Western Auto)

**EVERY ONE OF THESE AUTOMATIC WASHERS
COMES PACKED WITH A FREE BOX OF TIDE RIGHT IN THE TUB!**

Let your appliance dealer help you write a better entry in the Contest! He'll give you plenty of hints why Tide gets best results in an automatic washer . . . sample Contest sentences, too!

IT'S AS EASY AS 1-2-3 TO ENTER!

- 1 Get the new Tide \$100,000 Contest Package (giant or regular) from your grocer now. It alone contains the Official Contest Entry Blank which you must use for your entry.
- 2 Complete this sentence in 25 additional words or less: **TIDE GETS BEST RESULTS IN AN AUTOMATIC WASHER BECAUSE**
- 3 Write your complete sentence on the Official Entry Blank. (Remember to have it endorsed by your appliance dealer so that you can win the extra \$100 in cash.) You may submit as many entries as you want, but each entry must be on a separate Official Blank. Contest closes midnight, Saturday, July 30, 1955.

COMPLETE RULES ON EVERY SPECIAL CONTEST PACKAGE OF TIDE

TIDE AND YOUR AUTOMATIC— JUST MADE FOR EACH OTHER!

No matter which of these famous automatics you may win, you can count on Tide for the *cleanest* clothes possible. In them, nothing else will wash as clean as Tide, yet is so mild. No washday soap, no other detergent known . . . including the *sudsless* products. Yes, Tide will give you cleaner clothes than any leading sudsless product—and at half the cost!

YOU NEED THE OFFICIAL ENTRY BLANK!
THERE'S ONE IN EVERY SPECIAL **TIDE**
CONTEST PACKAGE. GET YOURS AT
YOUR GROCER'S TODAY!

JUST BUY THE
SPECIAL **TIDE** CONTEST
PACKAGE WITH THE
OFFICIAL ENTRY BLANK
INSIDE!





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Delco-Remy leads with "look—

Delco-Remy **ThunderVolt** 6 and 12
Electrical Systems
supply extra power for all the
electrical needs of today's cars

Delco-Remy ThunderVolt electrical systems not only meet the needs of today's modern car, truck, and bus engines—with their wide range of compression ratios—but "look ahead" and anticipate future demands!

ThunderVolt-12 generators, for example, provide up to 30 per cent *greater electrical reserve* for operating the many electrical conveniences—like power-lift windows, power-adjusting seats, air conditioning, and other extras—on cars today.

ThunderVolt-12 distributors and coils give modern engines *better ignition*—under any driving conditions. There's always an ample supply of electrical energy to the spark plugs at all speeds and during rapid acceleration. Step on the gas to overpower a hill and your engine responds smoothly . . . instantly!



Delco-Remy ThunderVolt Electrical Systems give greater power for the many electrical conveniences on modern cars

ahead" electrical systems

ThunderVolt-12 means *easier starting*, too. Along with improved ignition, the powerful 12-volt Delco battery and cranking motor actually spin a car engine up to 50 per cent faster. Engines start easier in freezing or torrid temperatures!

And furthermore, the improved ThunderVolt-6 and new ThunderVolt-12 electrical systems are General Motors products . . . made only by Delco-Remy, a trusted name "Wherever Wheels Turn or Propellers Spin."

The famous Delco-Remy ThunderVolt line includes: Generators • Cranking Motors • Distributors • Ignition Coils • Klaxon Horns • Flexible Cable Controls • Directional Signal and Control Switches • Delco Batteries • Regulators • for Passenger Cars, Trucks, Buses, Farm Tractors, Air and Marine Craft and Industrial Applications.

Delco-Remy, Division of General Motors, Anderson, Indiana

Delco-Remy ThunderVolt

ELECTRICAL SYSTEMS



GENERAL MOTORS LEADS THE WAY

CRANE

WHAT KEEPS A NEW HOUSE NEW LONGER?

**CRANE
STARTS ITS
SECOND
CENTURY
OF QUALITY
Founded
July 4, 1855**

You can tell the age of most houses by taking a look at the bathrooms.

That's why Crane bathrooms are the most youth-preserving asset a house can have.

Crane fixtures keep their new look longer, thanks to years-ahead design by Henry Dreyfuss. Precision engineering and Crane quality make Crane plumbing last for years and years.

Ask your Crane Plumbing and Heating Dealer about the wide selection in the complete Crane line. And let your architect and builder know your preference for Crane.



"Westland" lavatories (in counter-top above) fit small space and small budgets. Ready to install, suggested consumer prices start at \$37.60.

CRANE CO.

836 SOUTH MICHIGAN AVENUE
CHICAGO 5
VALVES • FITTINGS • PIPE
KITCHENS • PLUMBING • HEATING

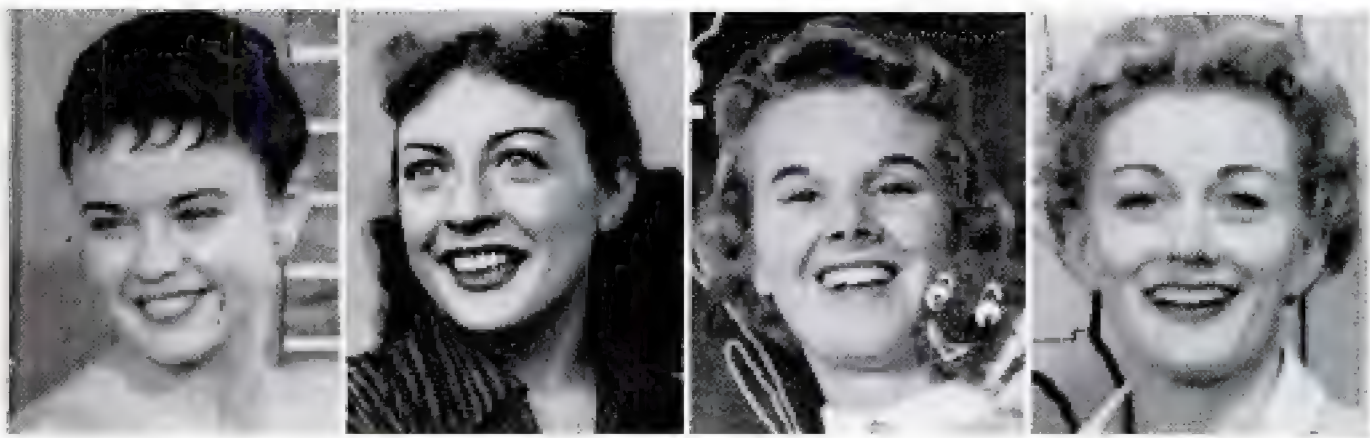
"Marcia" counter-top lavatory (above) has beveled panel, integral spout, semi-oval basin. Ready to install in Formica or tile counter, suggested consumer prices start at \$76.60.

"Diana" lavatory (at right), with large semi-oval basin and panel front, is for free standing installation. Ready to install, suggested consumer prices start at \$79.40.

All of these vitreous china lavatories are fitted with exclusive Crane Dial-ese controls.



LETTERS TO THE EDITORS



WEATHER FORECASTERS ROBERTS, REED, MAY AND ST. GEORGE

WEATHER WORK FOR WOMEN

Sirs:
I agree 100% that a charming girl adds something to any weather report ("Weather Work for Women," LIFE, March 28). My one regret is that you didn't show our Chris Roberts ("Chris the Weather Miss"). I am willing to bet there is no prettier weather forecaster in the country.

TOMMY DUKEHART
Baltimore, Md.

Sirs:
How could you ignore Carol Reed, WCBS Channel 2, the best and most interesting of all the weather seers?

CHARLES BENEDICT
New York, N.Y.

Sirs:
Evidently you haven't seen Kathy St. George, who keeps the WNHC-TV viewers in a "sunny" disposition.

JAMES W. EVANS
New Haven, Conn.

Sirs:
I did not see our Weather Bee—WITV's Beatrice May.

BILL BAYER
Miami, Fla.

THE LEGACY OF GENERAL McLAIN

Sirs:
Arguments do not become infallible just because they are spoken from a deathbed ("The Legacy of General McLain," LIFE, March 28) and any attempt at eloquence on a distasteful topic such as Universal Military Training is misplaced. Why should we revert to such a dictators' device as UMT? The term may be American, but the idea originated with the Prussians and the result would be the creation of a monstrous military bureaucracy.

JESSIE L. CAMPBELL
Sedro-Woolley, Wash.

Sirs:
The moving story by General McLain stirs one's sympathies, but it shouldn't blind us to the implications of having a UMT program fastened on our democracy.

GRACE G. HUDSON
Pasadena, Calif.

Sirs:
Like General McLain and other combat soldiers, I also have been heart-sickened to see men needlessly killed and wounded in battle. Americans believe in both training and discipline in school, church, business, family and athletics. Why not in preparation for battle where strains are greater and errors more ghastly and costly?

H. L. BOATNER
Major General, USA
Fort Benning, Ga.

Sirs:
While I do not disagree in substance with your editorial, "The Training of Soldiers" (LIFE, March 28), you should have allowed General McLain

to have the last word on this most controversial subject.

ROBERT L. SMITH
Klamath Falls, Ore.

Sirs:
Your editorial was excellent, although it missed the current compelling reason for UMT. In case of a nuclear war involving the destruction of our cities, the surviving civilian population will have to depend for leadership on those who have had special training for the handling of such a holocaust. UMT is our major hope.

JAMES W. OWENS
Beloit, Wis.

SOURCE OF YALTA'S TRAGEDY

Sirs:
It would appear that the "lesson" of Yalta is lost on LIFE ("The Source of Yalta's Tragedy," LIFE, March 28). You decry the authoritarianism that made the Yalta agreements possible, yet you have not supported attempts by our Congress to lessen the chance of repeating that debacle through an amendment to the Constitution which would curb the power of the "authoritarian" branch of the government.

R. R. WRIGHT JR.
Richmond Hill, N.Y.

Sirs:
Anent your Yalta editorial, here is a memorable quotation from Winston Churchill's memoirs, for those confirmed Monday-morning quarterbacks: "Those who are only wise after the event should hold their peace."

JOHN J. SAEMANN
Danville, Calif.

Sirs:
Thank you so much for the perceptive editorial on the Yalta papers. Several myopic political leaders cannot see or care not to see the ultimate lessons of Yalta; they see only cheap publicity with which to further personal political ambition.

ELLEN DUBERSTEIN
Brooklyn, N.Y.

CONTINUED ON NEXT PAGE

Please send  **LIFE**

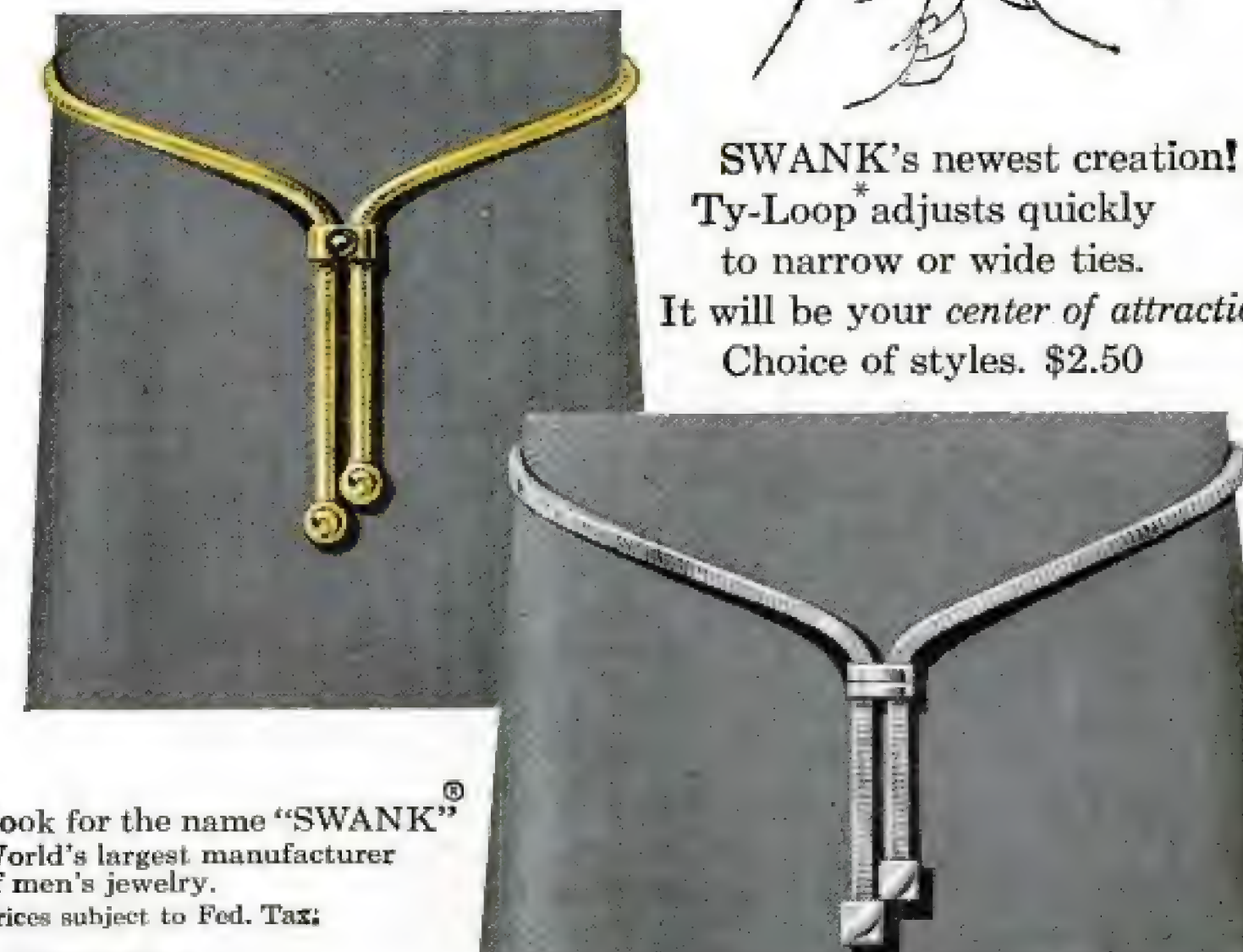


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by SWANK



SWANK's newest creation!
Ty-Loop* adjusts quickly
to narrow or wide ties.
It will be your center of attraction.
Choice of styles. \$2.50

Look for the name "SWANK"
World's largest manufacturer
of men's jewelry.
Prices subject to Fed. Tax;
*Pat. Pending

Keepsake[®]

GENUINE REGISTERED

DIAMOND RINGS



"...and it's a Keepsake!"

The flawless beauty of a Keepsake Diamond Ring echoes forever your priceless moments of shared laughter, familiar music, and tender memories. To symbolize your love, you'll want nothing less than a perfect Keepsake because this perfect diamond gives you the finest brilliance, beauty and value.

Better jewelers everywhere feature Keepsake in many beautiful styles, at nationally advertised prices from \$100 to \$10,000.

- A. JULIET Ring** \$575.00
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 ★ **Man's Diamond Ring** \$125.00
 Available at 75 to 250 to
 match all engagement rings.
C. MONACO Ring \$250.00
Wedding Ring 125.00
D. TRINIDAD Ring \$125.00
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All rings available in either natural
 or white gold. Prices include Federal
 Tax. Rings enlarged to show de-
 tails.
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The center diamond of every Keepsake engagement ring is a perfect gem, superb in color, cut and clarity, regardless of carat weight or price. Ask for the Keepsake Certificate, which guarantees perfect quality and permanently registers your diamond ring, and look for the name "Keepsake" in the ring.

KEEPSAKE DIAMOND RINGS L4-55
SYRACUSE 2, NEW YORK

Please send free booklets, "The Etiquette of the Engagement and Wedding" and "Choosing Your Diamond Ring." Also 44-page "Bride's Keepsake Book" gift offer and the name of nearest Keepsake Jeweler.

Name _____
 Address _____
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A. H. Pond Co., Inc. — Syracuse — Antwerp — Amsterdam

PHONE WESTERN UNION'S "OPERATOR 25" FOR YOUR KEEPSAKE JEWELER'S NAME

LETTERS TO THE EDITORS CONTINUED

SHOWDOWN WINS DRESS-UP

Sirs:

Your picture story, "Showdown Wins Dress-up" (LIFE, March 28), was of particular interest to us. In our nationwide surveys we have discovered that boys generally start primping before girls do. Most boys of 10 wear fancy coiffures, while girls remain rather drab until about 13.

The "dress-up" trend, under way among boys for about 18 months, has been accelerating rapidly of late. With this challenge, girls in sloppy clothes are fast becoming obsolete.

LESTER RAND

Youth Research Institute
 New York, N.Y.

150 YEARS OF FINE ARTS

Sirs:

We are grateful to LIFE for the story of the exhibition of our famous old Philadelphia cultural institution ("150 Years of the Fine Arts," LIFE, March 28). The printing of the reproductions was extraordinarily faithful.

Sometimes I think that the art world is almost overly conscious of the importance of modern French art and of rare old things from different times and places, somewhat at the expense of the American artistic expression to which we are dedicated.

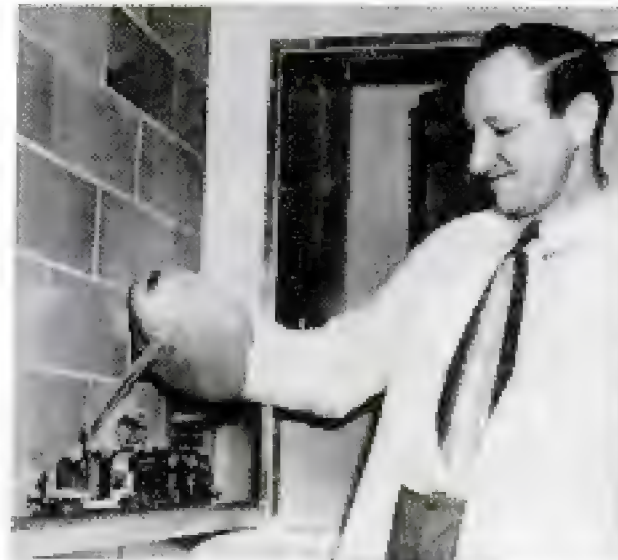
JOHN F. LEWIS JR.
 President

The Pennsylvania Academy
 of the Fine Arts
 Philadelphia, Pa.

'HOT' WORK FOR TOYS

Sirs:

I believe the toy train idea for hot cargoes was first used in our laboratory ("Hot Work for Toys," LIFE, March 28). The Cleveland Press reported on



LOADING RADON ON CLINIC TRAIN

March 8, 1949 that the "Radium Limited, only special train of its type, today began handling 'hot cargo' in the radiation laboratory at Cleveland Clinic." The train is still hauling such radioactive elements as radon in our isotope laboratory.

OTTO GLASSER, PH.D.

Cleveland Clinic
 Cleveland, Ohio

THE LISTENING HAND

Sirs:

Thank you for the pictures of the Hathaways and their baby ("The Listening Hand," LIFE, March 28).

They were married here in Topeka because of their friendship with Mrs. Breta Cornelius, deaf-blind editor of the Braille magazine, *Good Cheer*.

Their small son is very lucky; he may get a few more bumps on his head than the other kids will, but he won't grow up with scars on his heart and mind from lack of love.

LILLIAN BISHOP

Topeka, Kan.

BAD BOYS IN SCHOOLROOM

Sirs:

It is a pity that LIFE had to dip in the gutter for the nauseating drivel of *Blackboard Jungle* ("Bad Boys in the Schoolroom," LIFE, March 28).

JAMES W. CROWE

Chicago, Ill.

Sirs:

Your reviewer of *Blackboard Jungle* ought to come out of his ivory tower. I taught in such a school and this film is not exaggerated. Most schoolboy crimes never reach the public's view.

MRS. B. L. ROZOV

Philadelphia, Pa.

A BORN SPONGER

Sirs:

Many foreign cuckoos do sponge off other birds ("A Born Sponger," LIFE, March 28), but the American species do not make a habit of depositing their eggs in other birds' nests. The cowbird is noted for letting other birds hatch and raise its young.

MERRITT S. WEBSTER

W. Lafayette, Ind.



COWBIRD DUMPS WARBLER EGG

● LIFE's picture was of a European cuckoo. Though the American species occasionally lay their eggs in other birds' nests, the cowbird's commandeering tactics are more flagrant. When it takes over a nest, it sometimes jettisons the eggs the builder has laid there (above).—ED.

DAVE'S BIG DREAM

Sirs:

Often something comes up in the news which appeals especially to the coal miners in this area. Such was the case when they read the story of a miner's son trying to make the big leagues ("Dave's Big Dream," LIFE, March 28). Your account of my kid brother Dave was wonderful.

JOHN COLUMBIA

Denbo, Pa.

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Please address all subscription correspondence to J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require four weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

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What is your Social Security I.Q.?



1. Do you know what benefits you may get from Social Security?
2. Do you know how you could lose these benefits?
3. Do you know the survivor benefits which might be payable to dependent children or other dependents?
4. Do you know the conditions relating to the payment of a lump-sum death benefit?
5. Do you know the amount you would be entitled to receive monthly at age 65?
6. Do you know what a wife who becomes a widow would receive if her husband died before his retirement?
7. Do you know the conditions which determine what your wife would receive after your retirement?

IF YOU ARE one of the 80 million wage earners or their dependents covered by the revised Social Security Law, you have become eligible for increased benefits!

Just being eligible is not enough! The value of Social Security will be enhanced by the way you fit these benefits into plans to safeguard the future of your loved ones and yourself. Metropolitan Field Representatives are specially trained to help you do this.

These Field Men can explain just what the new Social Security benefits are, review your Social Security status and show you how it can be made the basis for a full security program developed in "The Metropolitan Way." Let us give you just one typical example of what we mean.

Not long ago, a Metropolitan Representative in Nashville, Tennessee made a service call on a young engineering plant manager whom we shall call "M." He was 34 years old, married, the father of three children—and was then in the process of buying his own home. The only finan-

cial aid the family could expect in the event that anything happened to "M" was Social Security benefits and the proceeds of one moderate-size Life insurance policy.

When this was pointed out to "M," he and the Metropolitan Man working together planned a coordinated Life insurance-Social Security program. To insure his family a monthly income sufficient to maintain them, "M" arranged to purchase a \$22,500 Family Income Plan with Double Indemnity provisions. This was calculated to provide "M" with a substantial protection program. If he died within the next 20 years, his family would receive \$225.00 each month until the 20th anniversary of the policy in 1972.

The contract, coupled with the Metropolitan policy he already owned, and Social Security, would enable his family to continue to live in comfortable circumstances whether he were here or not.

Six months later, "M" was killed in an automobile accident. Nothing, of course, could offset

such a tragedy. At the same time, think how his over-all insurance program is helping his family, including a fourth child only 3 months old at the time of "M" 's death.

This case history—and there are many like it throughout the country—points out *just one* of the advantages of service "The Metropolitan Way." This service, which develops a specifically designed program to best meet a policyholder's needs, is available from all the Company Field Representatives stationed in the Company's more than 1,000 Local Service Centers.

The Metropolitan Representative is equipped with years of training and has the experience to help others safeguard the futures of their families and themselves. Remember, too, he knows local conditions, because he is a home town man, always there and ready to help—living proof that . . .

Metropolitan service is
as local as Main Street
. . . as close as your phone

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

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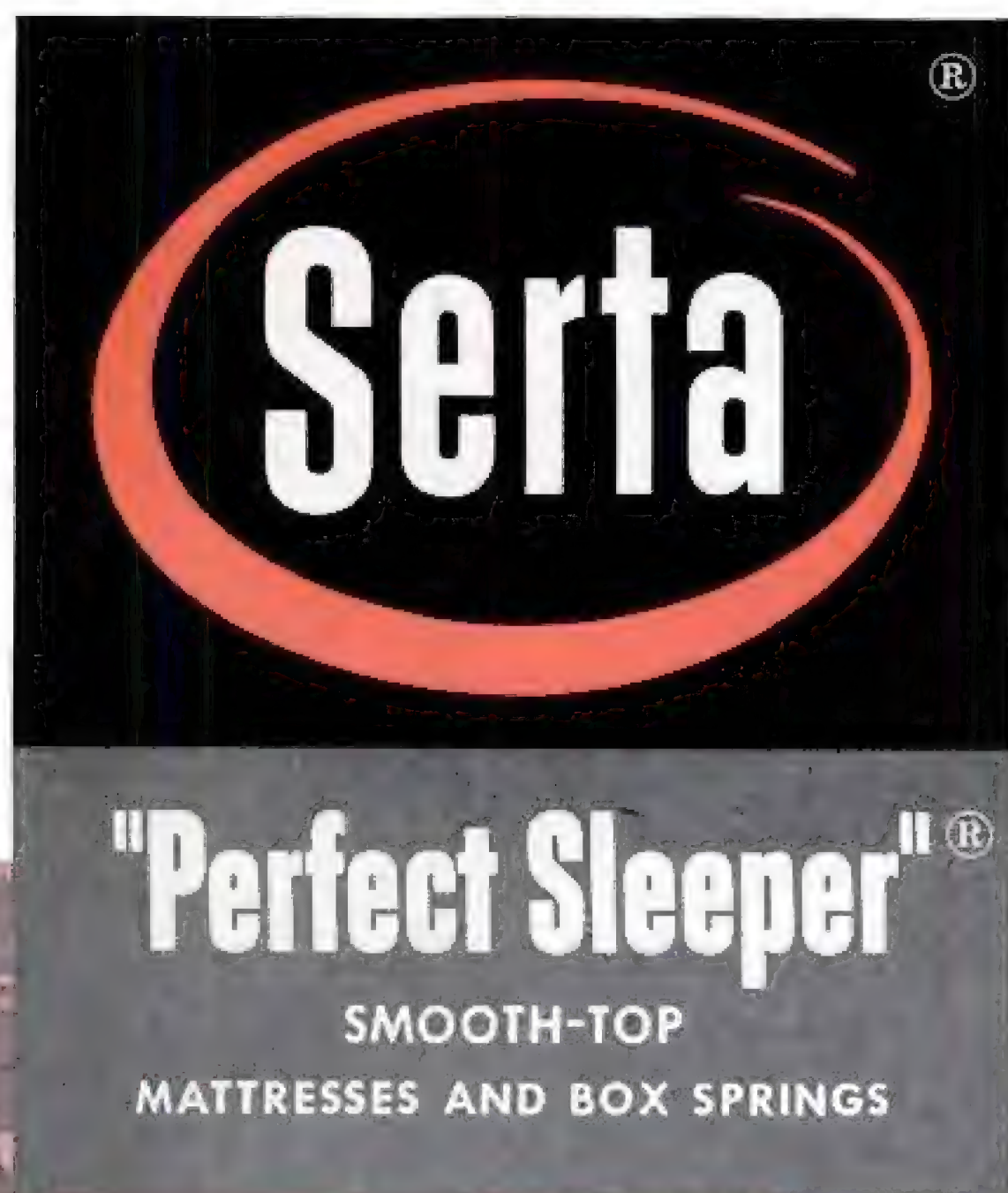
Serta Invites You To The World

You Sleep ON It...Not IN it!



Premiere of a Remarkable New Mattress!

So Luxurious - Without a Single Button, Bump or Tuft!



New Styling Plus Dramatic Advancements in Exclusive "UNIMATIC"® CONSTRUCTION! Gives You Smooth-Top Comfort and Healthfully-Correct Support!

Sleeping on a new SERTA "PERFECT SLEEPER" MATTRESS is among those wonderful sensations that can only be experienced—never described! Here is sleep at its most refreshing best... freed at last from the uncomfortable tenseness and irritations caused by old-fashioned buttons and bumps. The reasons for this are as sound as the sleep you enjoy. For the daring of SERTA's engineers, coupled with scientific medical research, has created this ultra-modern mattress that is so much better for you in three vital ways:



1. COMFORT ONLY A SMOOTH-TOP CAN GIVE

Common sense will tell you that you sleep better on a smooth, satiny surface, where there are no buttons biting into your back—no lumpy, humpy spots to needlessly disturb you. SERTA's patented "UNIMATIC CONSTRUCTION" alone has made possible the wonderful comfort of the smooth-top "PERFECT SLEEPER" MATTRESS.



2. "HEALTH-ENGINEERED" FOR PERFECT SUPPORT

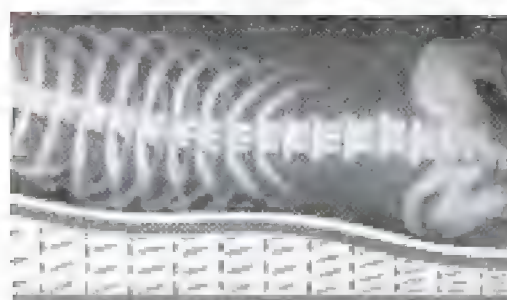
SERTA's exclusive "UNIMATIC CONSTRUCTION" gives the balanced firmness and level head-to-toe support doctors recommend—prevents your spine from sagging. This assures the "Posture Protection" you need asleep and awake.



3. "UNIMATIC" BOX SPRING COMPLETES YOUR "POSTURE PROTECTION"

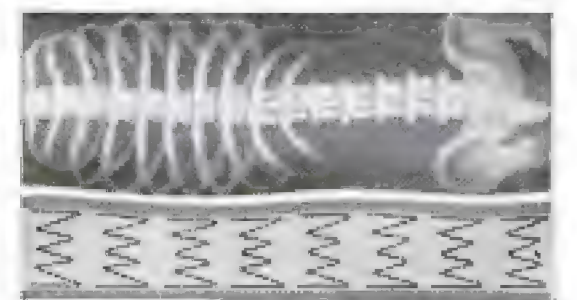
Serta has built a new "PERFECT SLEEPER" BOX SPRING to work in perfect harmony with the mattress. The same "UNIMATIC CONSTRUCTION" heightens your comfort—strengthens your healthful support—adds to your "Posture Protection."

What the Doctors Told Serta About Making a Mattress



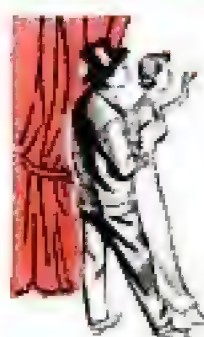
WRONG WAY

SERTA surveyed hundreds of doctors to learn how to make the most comfortable, yet healthfully-correct mattress. These x-rays show you what they learned: The ordinary, too-soft mattress may cause the spine to twist and sag, resulting in muscle strain and backache, threatening good posture asleep or awake. The new smooth-top "PERFECT SLEEPER" MATTRESS avoids this—gives you healthfully firm, head-to-toe support the doctors recommend for greater relaxation, more healthful sleep.



RIGHT WAY

Enjoy a World Premiere in Your Own Home on Serta's "30-Night Money-Back Trial"



Just go to any one of the thousands of better furniture and department stores everywhere who have joined in this world premiere showing and register to sleep for 30 nights on a SERTA "PERFECT SLEEPER" MATTRESS and BOX SPRING. We are so confident that after you have taken this wonderful new Serta Comfort Test for 30 nights, you will be completely and enthusiastically sold—otherwise YOU MAY RETURN THE MATTRESS AND BOX SPRING FOR FULL REFUND!

But Remember—this is a limited offer during World Premiere Showing and must end July 1, 1955. So register at your friendly SERTA dealer today, sure.

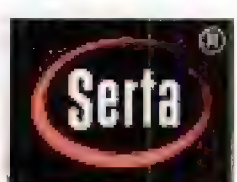
Model Illustrated—
 "PERFECT SLEEPER LUXURY"
 MATTRESS and BOX SPRING, \$69.50 each.
 Other "PERFECT SLEEPER" MATTRESSES and
 BOX SPRINGS, \$59.50 to \$89.50 each.



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"PERFECT SLEEPER" MATTRESSES
 AND BOX SPRINGS GUARANTEED
 UP TO 20 YEARS
 —According to terms of guarantee attached
 to product purchased.

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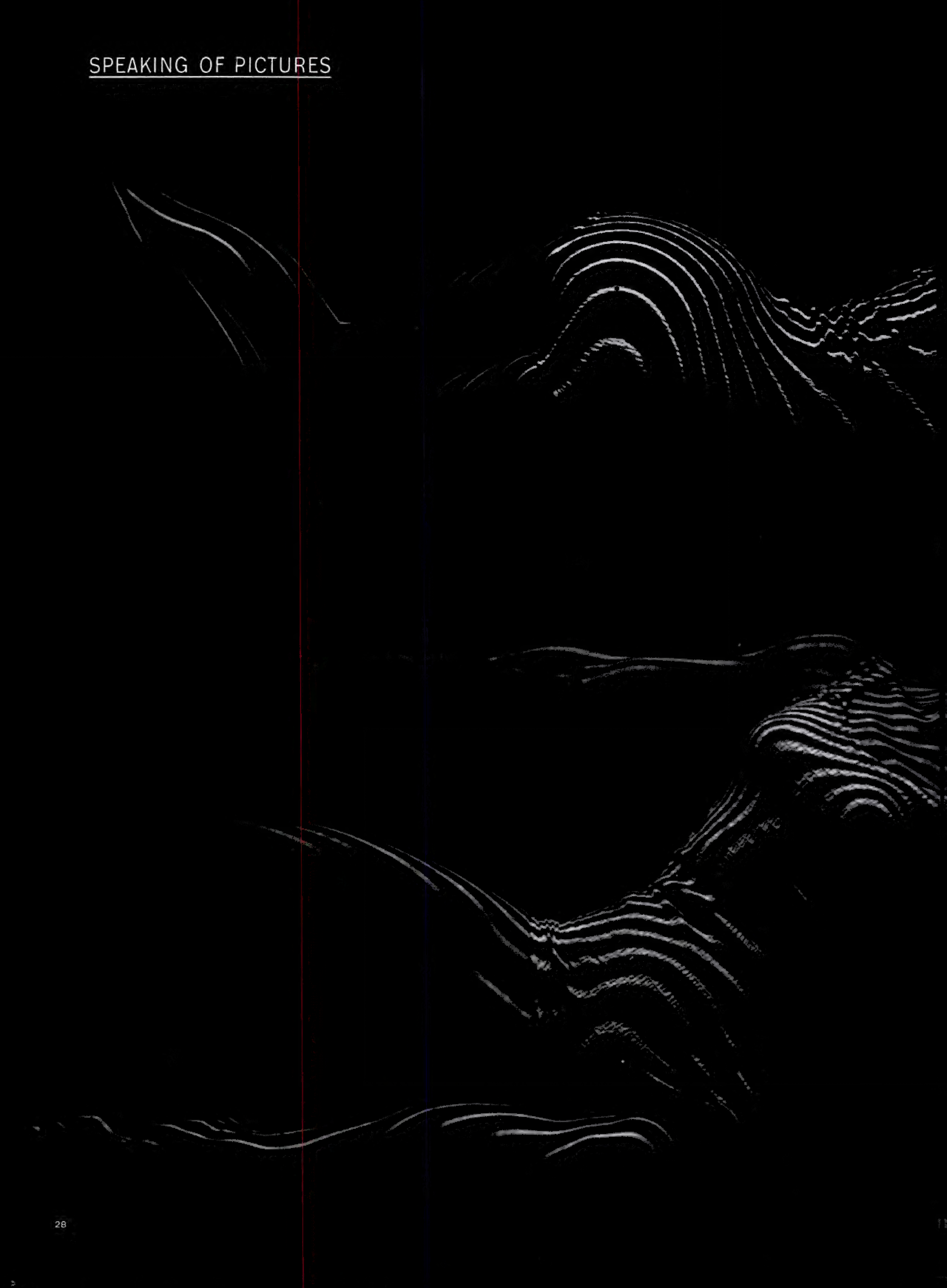


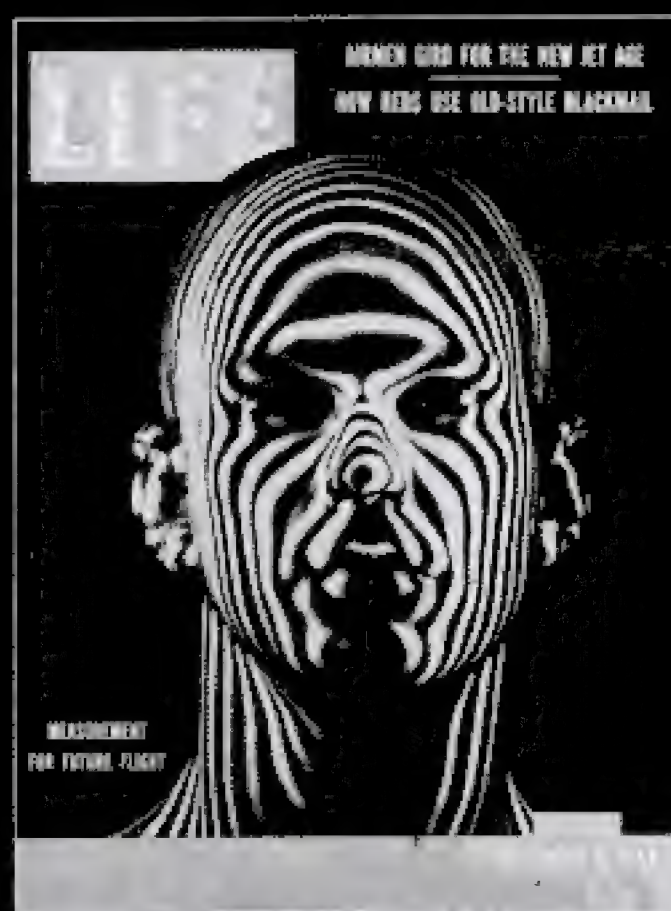
Manufactured by SERTA ASSOCIATES, INC., 666 North Lake Shore Drive, Chicago 11, Illinois.

39 Leading Mattress Manufacturer Members in the U.S.A., Hawaii and Canada. Makers of the fine "Family" of "PERFECT SLEEPER" MATTRESSES with exclusive advanced smooth-top "UNIMATIC CONSTRUCTION" from \$59.50 to \$89.50, including Foam Latex sleep sets. Hawaiian and Canadian prices slightly higher—all prices subject to change without notice.

SPEAKING OF PICTURES

BY JAMES H. HARRIS





Figures of Light and Shadow

SCIENCE COMES TO THE AID OF ART

These graceful figures made up of flowing lines and shadows are the result of the skillful use of a scientific technique. The Air Force, as shown on LIFE's cover (*above*) last year, uses bands of light to help design jet pilot helmets. Photographer M. M. Kerper uses this technique as part of his art in emphasizing the contours of the human body. Although the three large figures of the girl are easy to recognize, the small one (*above, right*) is more difficult to puzzle out. She is bending over and touching the floor.

AMERICANS EVERYWHERE NO LONGER SUFFER when Acid Indigestion Strikes



Last Year nearly **TWO BILLION TUMS**... Instant on-the-spot Relief
...sent Distressed People Happily on Their Way

The American tummy — is now relieved of the pain of heartburn and the discomfort of acid indigestion... by a little roll of **TUMS** that costs only 10¢.

For millions of Americans the simple secret of carrying **TUMS** as faithfully as they carry their keys — has meant the end of discomfort from this common stomach trouble. Let **TUMS** help you.

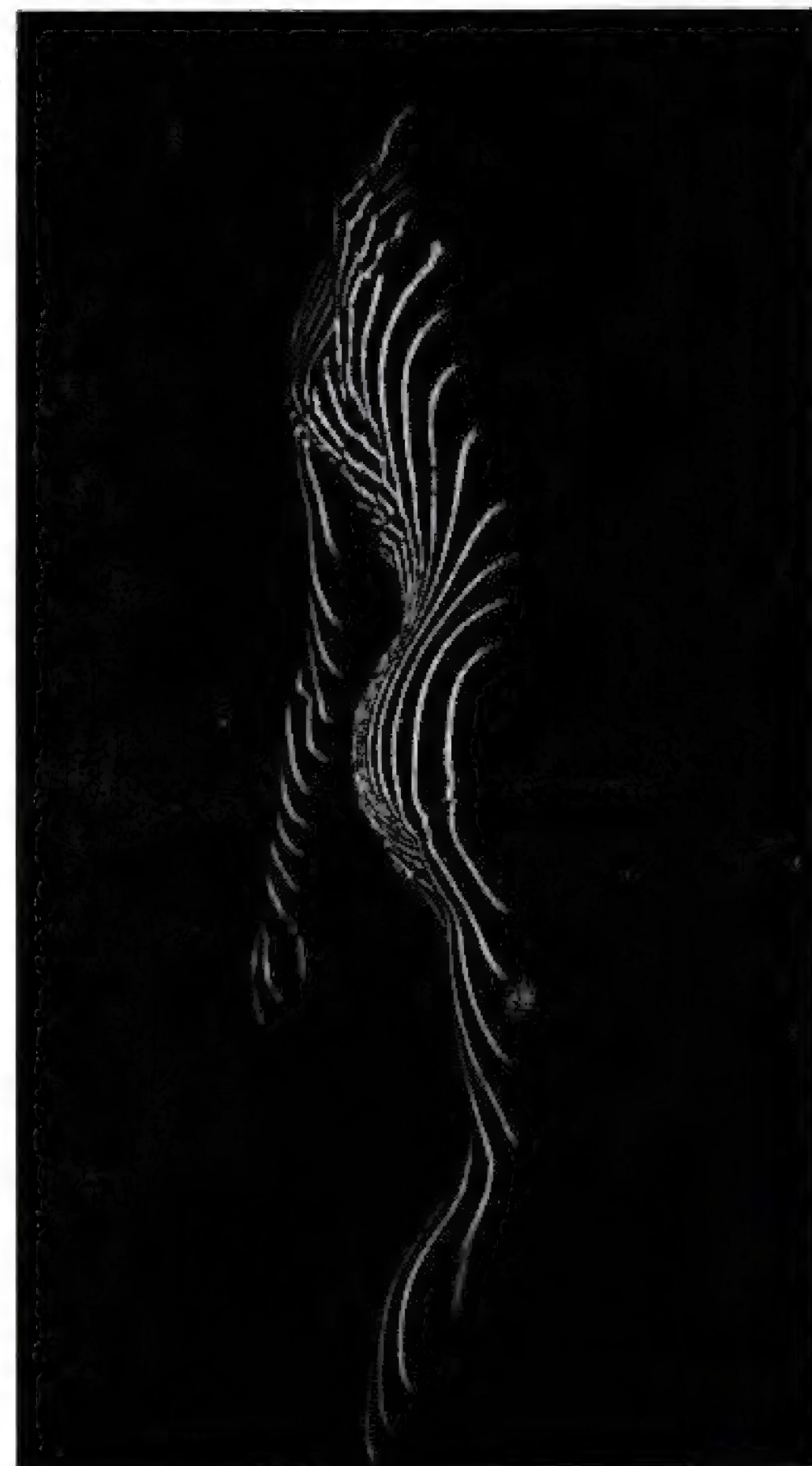
At the first sign of sour stomach — like millions of sensible Americans, just pop tasty **TUMS** in your mouth like candy mints. Instantly, excess acid is neutralized without acid rebound. Heartburn, acid indigestion fade away. **TUMS** are only 10¢ a roll and you couldn't buy a safer, more wonderful quick relief even for a ten dollar bill. Keep **TUMS** handy always.

TUMS

for the Tummy



FIGURES OF LIGHT CONTINUED



CONTOURS IN THE CAMERA

To produce pictures like that above and on the preceding pages Kerper uses an ordinary photographic enlarger to produce a series of parallel bands of light. When these light planes are broken by the human figure (*below*), they form a pattern of contour lines like those on a contour map. In the same way as a map does, they suggest the molding of a three-dimensional object in a two-dimensional photograph.



WITH LIGHTS ON, dancer's whole figure is revealed, showing how her body breaks the light bands and casts a rough-edged shadow on the backdrop.

Your thirst can "feel" the difference!

When your thirst cries out for a soothing, cooling glass of finest beer, there's no refreshment like Schlitz! For here is a beer with a difference your taste can actually "feel" all the way down.

No harsh bitterness! No disappointing sweetness! Let your thirst "feel" the light, smooth, dry refreshment that really hits the spot. If you like beer, you'll love Schlitz . . . The Beer that Made Milwaukee Famous.

*Schlitz always brews
for quality . . . never
for price!*



DRIVE A DESOTO BEFORE YOU DECIDE ▶





Expect an unusual experience! De Soto is easier and more fun to drive. It is smoother and more restful to ride in. If you are planning to buy a new car, you owe it to yourself to drive the smartest of the smart cars. It's an experience you will tell your friends about. De Soto Division, Chrysler Corporation.

see your choice of premium-quality in-the-bean Eight O'Clock, Red Circle or Bokar Custom Ground exactly right for your coffeemaker.

smell the tantalizing aroma of fresh premium-quality coffee brewing . . . the stimulating fragrance that comes *only* from honest-to-goodness coffee.

taste the difference it makes when you take time to prepare premium-quality coffee . . . coffee that's freshly roasted, freshly ground, freshly made!

Result? When you actually see the A&P premium-quality Coffee beans ground, you know you're getting absolutely fresh coffee...and fresh coffee is better coffee!

Result? When you smell the stimulating aroma of A&P's Custom Ground Coffee, you know there's no substitute for this real coffee fragrance . . . it's half your coffee-drinking enjoyment!

Result? When you taste the richer, better flavor that you get every time with superb Custom Ground A&P Coffee . . . you know that here's the coffee for you!



ENJOY A&P PREMIUM-QUALITY COFFEE! This isn't just ordinary coffee. It's the same fine A&P premium-quality Coffee that has graced America's proudest tables for over 95 years!



Mild and Mellow



Rich and Full-Bodied



Vigorous and Winey



Sold exclusively at
A&P Food Stores

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A STORMY START FOR FARM YEAR

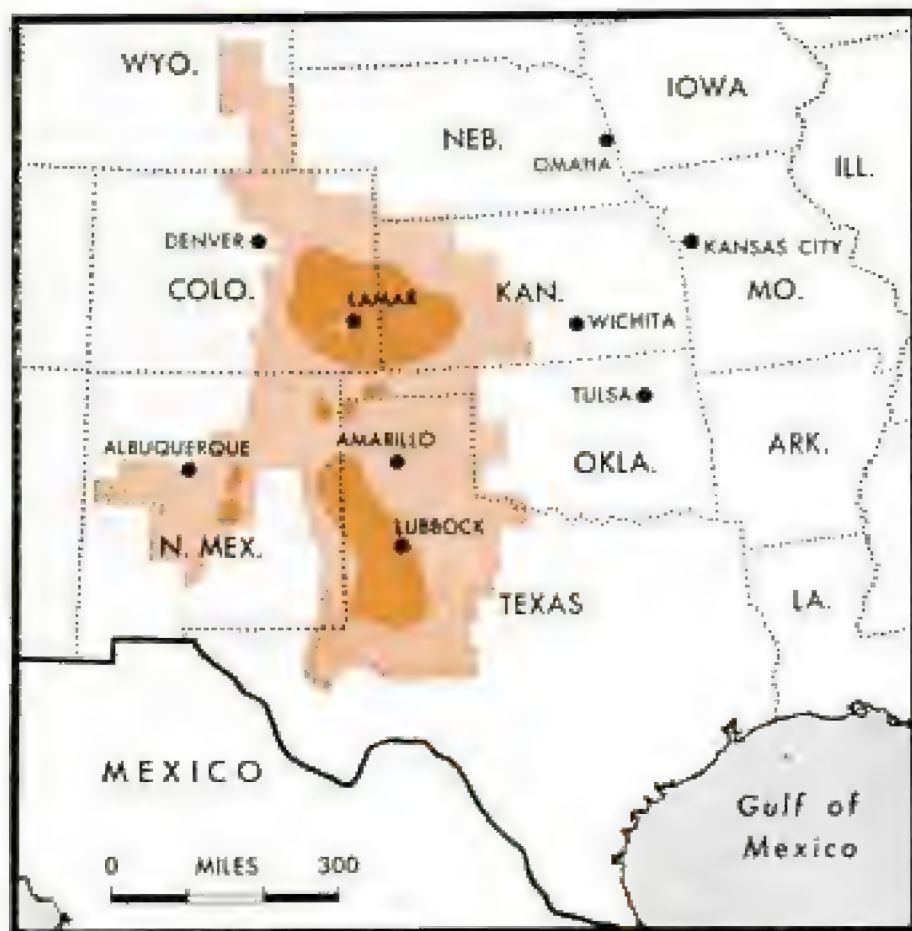
LIFE

Vol. 38, No. 16

April 18, 1955

Swirling over a Texas farm came the spring's worst dust storm, a coppery cloud up to 20,000 feet tall. In an area from Texas to Wyoming, where five years of below-normal moisture have created dust conditions like those of the '30s, the storm was watched by worried farmers and their congressmen. During Easter vacation from Washington, legislators were out examining firsthand the state of U.S. farming. Congressmen returning to dust bowl states like Colorado (*pp. 36, 37*), found the most dramatic farm problem: survival. There drought had killed the wheat crop and the government was removing a vital financial aid. Congressmen returning to moist states like Michigan (*pp. 38, 39*) found good crop prospects merely accentuating farm worry over federal farm price support program. The President last week was able to alleviate dust bowl troubles somewhat by allotting \$5 million for relief. But the reconvening Congress would have to grapple with the complex problems of price supports.





DISASTER AREA, in color, will get \$5 million for emergency relief. In solid color are worst hit parts.

FEARS FOR SURVIVAL AS A NEW CROP DIES

Back home in Colorado, Republican Congressman J. Edgar Chenoweth found his farm constituents desperate. Dust storms had destroyed the winter wheat and the Department of Agriculture announced it was withdrawing its crop insurance program in three counties in Chenoweth's district, as well as in six other counties in Texas and New Mexico. Crop insurance payments had been the salvation of many Colorado farmers during their succession of dust-caused crop failures.

The Department explained that the insurance program was being halted in these dust areas simply because payments to farmers were so far outrunning premiums that it was economically unfeasible to continue. But the decision also reflected the administration's belief that the government should stop subsidizing marginal land. In varying degrees, a forbidding future faced many of the 120,000 farmers in the drought areas—and confronted their congressmen with a vexing political problem.



HOPEFUL FARMER at meeting shows with fingers small amount of rain which would save crop.



WIND-BARED ROOTS of a sprig of winter wheat which was blown from the ground show one way

in which dust storms have ruined this crop at Lamar, Colo. Stretching beyond are plants smothered



A DESPERATE FAMILY fights for its land. At Lamar meeting (*above*), W. W. Rich and son Bob plead with Congressman Chenoweth (*back to camera*) to prevent withdrawal of crop insurance. Their

winter wheat has been destroyed for three years and only crop insurance has kept them going. Without it Bob, 22, and wife Vivian, 15 (*below*), who now run the farm, will likely lose their indebted land.



by layers of blown dirt. "Even if we got some rain," says one grower, "it wouldn't help this wheat now."

CONTINUED ON NEXT PAGE



ASKING GUIDANCE at a meeting in high school cafeteria at Davison, Mich., Representative Don Hayworth solicits questions, opinions about price supports.

FORUM FOR A PRICE POLICY

Returning to Michigan, Democratic Congressman Donald Hayworth found few signs of acute farm distress. But his farm constituents, like farmers across the U.S., were alarmed at the 10% decline in net farm income in 1954 and were apprehensive for the future. Since that future will be affected by federal farm price support policy, Hayworth set out to learn what Michigan farmers thought the policy should be.

Last year the Eisenhower administration counted a major victory when it put through a flexible price support law. Next year this program would support prices at varying points between 82½% and 90% of parity. Already the flexible program is being challenged by a Democratic Congress which—with backing from farm state Republicans—aims to restore high, rigid supports. President Eisenhower has pointed out that attacks on the flexible program are premature. It has not yet taken effect, and recent farm price declines have occurred under the high support program.

How sharply the farm policy question cuts across party lines was emphasized as Hayworth ended his farm tour. Since his recent poll showed that his constituents favor giving flexible supports a chance, he will so vote, even if it means bolting his own party, which favors rigid supports.

FARMERS WITH WISE, WEATHERED FACES LISTEN IMPASSIVELY TO EXPERTS →



SHEEPYARD INTERVIEW finds Don Hayworth holding a lamb as Farmer Ed Fritch argues for full, rigid supports, coupled with strict marketing controls.





TRACTOR TALK yields arguments for high supports from Clayton Carpenter, who tells Hayworth lower farm prices keep him from replacing his 1913 model.



ACROSS THE FENCE, Henry Itell tells Hayworth he dislikes controls in general but favors flexible supports "until we return to complete free enterprise."



A LOOK AT THE WORLD'S WEEK



A BOY WITH A FUTURE

The boy with a Yale sweater last week became sure of a job when he grew up. He is Mark McCormick Miller, grandnephew of Colonel Robert R. McCormick, Chicago *Tribune* publisher who died childless this month. In his will McCormick asked a favor of the trustees: that they give Mark a job on the *Tribune* and consideration as a trustee. The colonel, who hoped the boy would eventually run the paper, originally picked his mother, Bazy Tankersley, as heir apparent but quarreled with her. She was made one of eight trustees of the trust which controls the paper properties.



CHICAGO POLITICS MAKES

In Chicago's mayoralty election many a polling place curtain hid strange boothfellows. In one strong Democratic precinct, where only two feet should have been behind the curtain, an alert photographer found six. To help an overalled voter work the machine two election judges had illegally joined him behind the curtain. With a Democratic judge present,



STRANGE BOOTHFELLOWS

and the Republican judge likely to be a Democratic stooge, any voter could figure the ward boss would soon know whether he had voted the right ticket and had earned the favors a boss could distribute. Such voting irregularities made little difference in the final outcome, however, for Democrat Richard Daley easily swamped Republican Robert Merriam.

CONTINUED ON NEXT PAGE



V.P.'S, ACTIVE AND PASSIVE

As a retired Vice President last week contemplated his well-worn hands, a practicing Vice President was busy wearing his out. In Washington Richard Nixon, deluged with requests to meet vacationing children and friends of congressmen, agreed to greet anyone who came by. In two days he shook 2,500 hands and one paw, which belonged to the Seeing Eye dog of a blind visitor. On his farm in Uvalde, Texas, former Vice President John Nance Garner sat peacefully in the sun, rocked and watched the chickens, said he might visit Washington if his health permits.





A CLIMB FOR

Inching down a ladder into New Hampshire's Smith River, Fireman Louis Marsh (*left*) roped a cold, scared boy out of his car (*center*) and hauled him to shore (*right*). The boy, Alfred Paine Jr., 16, on a drive with Nancy Willis, 14, had run over a bank into the river near Bristol,



'ALLAH'S PUNISHMENT'

When the most violent Philippine earthquake in years was over and the tidal waves it set up in Mindanao's Lake Lanao had subsided, a shiny lakeside mosque—the pride of Filipino Moros—lay in a sunken heap. The Moros, who are Moslems, had spent eight years and \$250,000 on their almost completed mosque. "It was Allah's punishment," they said of the earthquake which cost 258 lives and wiped out two towns.



A SCARED BOY

N.H. The car was caught on a rock and little water seeped in, but the current was so swift that the youngsters did not dare to try for shore. They waited 33 hours, praying and reading comics, until a passer-by saw them. When the rescuers arrived, Nancy was taken to shore first.

DISASTER'S TOLL AND GRIEF

In a mass funeral ceremony the Belgian iron and steel town of Ougrée interred 39 children and adults, burned to death when fire suddenly swept a moviehouse and stampeded the audience. Among the dead were 14 Italians who had recently come to Ougrée to work for the mills. People from all over Belgium sent flowers, and King Baudouin in person came from Brussels to make calls on families of the bereaved.



ROYAL GOODBY

Churchill resigns and the queen

In a warming blaze of sentiment and splendor 80-year-old Sir Winston Churchill, greatest of Great Britain's modern prime ministers, at last put down the burdens of his office. His departure started with a glittering farewell dinner at 10 Downing Street attended by the queen, the Duke of Edinburgh, peers, politicians, bemedaled generals and their ladies. At its end the prime minister raised his glass in the traditional toast to "the queen." And in a mark of respect few sovereigns ever accord a subject,



WELCOMING THE QUEEN, Sir Winston, wearing blue sash of a Knight of the Garter, stands by



DONE WITH HIS TASK, the smiling Sir Winston, wearing statesman's striped pants and frock coat

← **CHURCHILLS WATCH AS DINNER GUESTS DEPART**

TO GREATNESS

names Eden as his successor

the queen responded by toasting Sir Winston's good health.

Next day, after a final, formal cabinet meeting, Churchill drove to Buckingham Palace and resigned. For 18 hours, while scores of statesmen, among them President Eisenhower, rumbled their tributes, the queen silently waited, letting him stand alone in the sunshine of the world's applause. Then she called on Sir Winston's old colleague in war and diplomacy, Sir Anthony Eden, to take over the government.



as his wife, Lady Churchill, greets the queen at the farewell dinner at the prime minister's residence.



and puffing a Churchill-sized cigar, returns after tendering his resignation at Buckingham Palace.

EDENS LEAVE FAREWELL PARTY FOR HIS CHIEF →





SAIGON BROTHEL, "The Great Paradise," is reputedly part of vice empire run by rebellious Binh

Xuyen sect, which organized sects' revolt after Diem government closed down its Saigon gambling dens.

A FEUDAL FRACAS IN VIETNAM

Sects with private armies rebel to maintain their old privileges

Trying to bring democratic order into South Vietnam's chaos, U.S.-backed Premier Ngo Dinh Diem last week found himself in an ancient feudal disorder, a fight with South Vietnam's sects. Like the old warlords of China, the heads of three powerful sects, Binh Xuyen, Hoa Hao and Cao Dai (*opposite page*), control pieces of Vietnamese territory through private armies. Two of the sects, the Hoa Hao southwest of Saigon and the Cao Dai to the northwest, have a genuine religious base. The Binh Xuyen in Saigon are mostly plain mobsters.

When Diem started to trim their powers, the sects rebelled. The Binh Xuyen slammed six mortar shells into his palace, seized key points in Saigon, organized a blockade of the city. The Hoa Hao prepared to march on Saigon. Only the Cao Dai appeared temporarily undecided. The French, who had used the sects against the Vietminh, now hampered Diem in his attempts to counterattack against them. Diem must regain control of South Vietnam in order to defeat the Communist Vietminh in the plebiscite scheduled for all Vietnam next year.



SAIGON BURIAL PROCESSION of bereted Binh Xuyen soldiers escorts coffins of six rebels killed

during the first day of fighting. Mourning relatives of the dead have flung themselves on the coffins.



DEFENDER DIEM AND HIS TOUGH CHALLENGERS FROM THE SECTS



LEGAL RULER, Premier Diem (*right*), walks in the garden of his Saigon palace with two of his brothers, Catholic Bishop Ngo Dinh Thuc and Ngo Dinh Nhu. He relies on his brothers more than on his cabinet

members. An austere and dedicated man, Diem is fairly popular with the Vietnamese but he does not have nearly as aggressive or as tightly disciplined a personal following as the leaders of the sects have.



HEAD OF HOA HAO, 31-year-old General Ba Cut, who commands 20,000-man army, wears hair long in mourning for Geneva partition of Vietnam. His half million Hoa Hao members profess a crude Buddhism.



"POPE" OF CAO DAI, Pham Cong Tac, is spiritual leader of 3 million, who worship Christ, Buddha, Lao Tzu, Confucius and Victor Hugo. He is stoutly anti-Diem though his general (*below, left*) is not.



CAO DAI GENERAL, Nguyen Thanh Phuong, has said he will merge his 10,000 soldiers into Diem's army but has not yet effectively done so. The offer may be only a ruse to get a cash handout from Diem.



BOSS OF BINH XUYEN, General Le Van Vien, has 8,000 troops. He runs Saigon cops, prostitutes and dope peddlers by an arrangement with Vietnam chief of state Bao Dai, who gets a rake-off from rackets.





ACROBAT IN OVERALLS, Bridgeman Bunny Warren, ascends brace of cables to tower on Missouri

end of span. He says he prefers walking to crawling, although a misstep here would result in 200-foot fall.

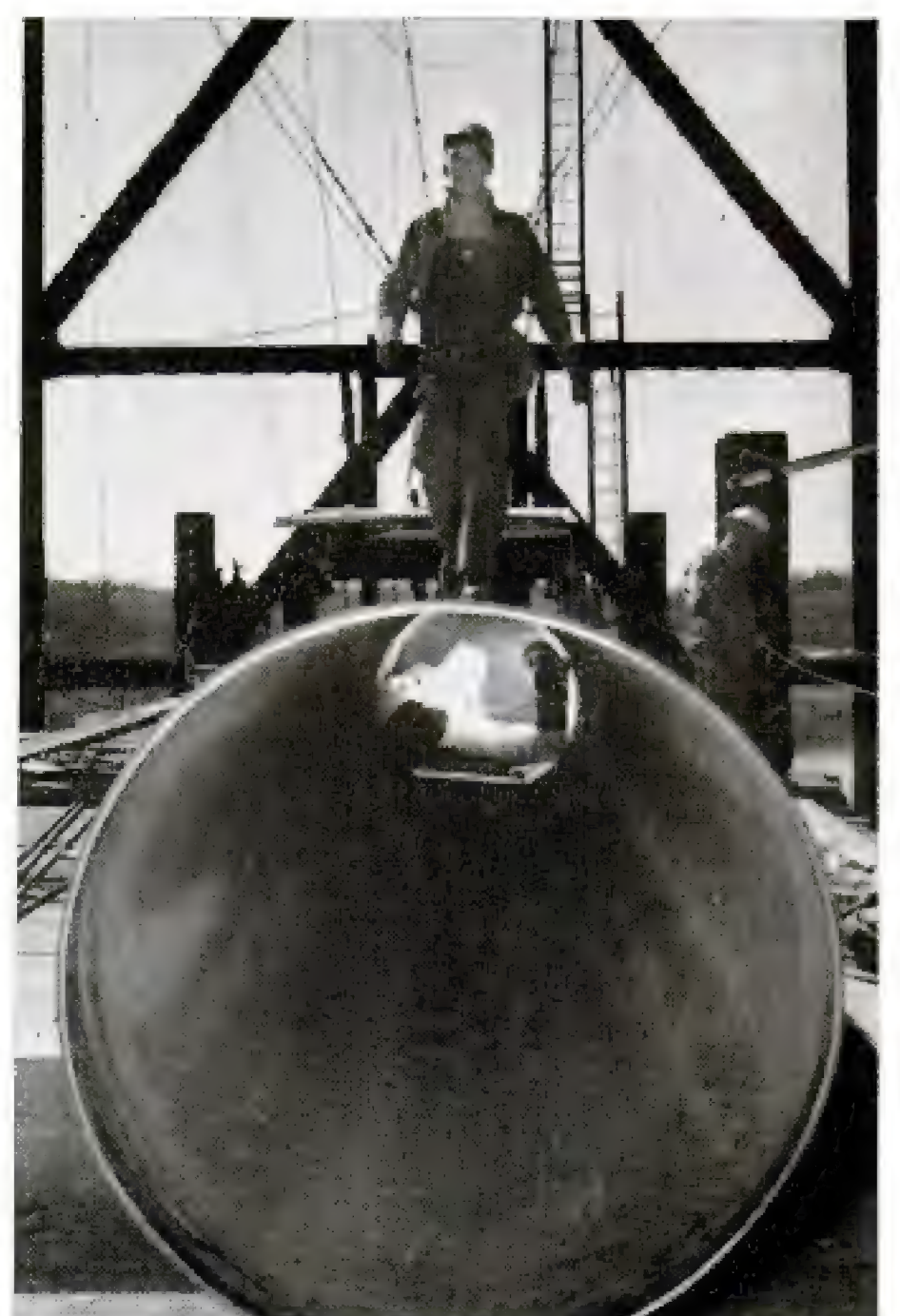


LAST LINK in one of twin pipes is welded in mid-span. Pipes were pushed together from two ends.

BIG PIPELINE IN THE SKY

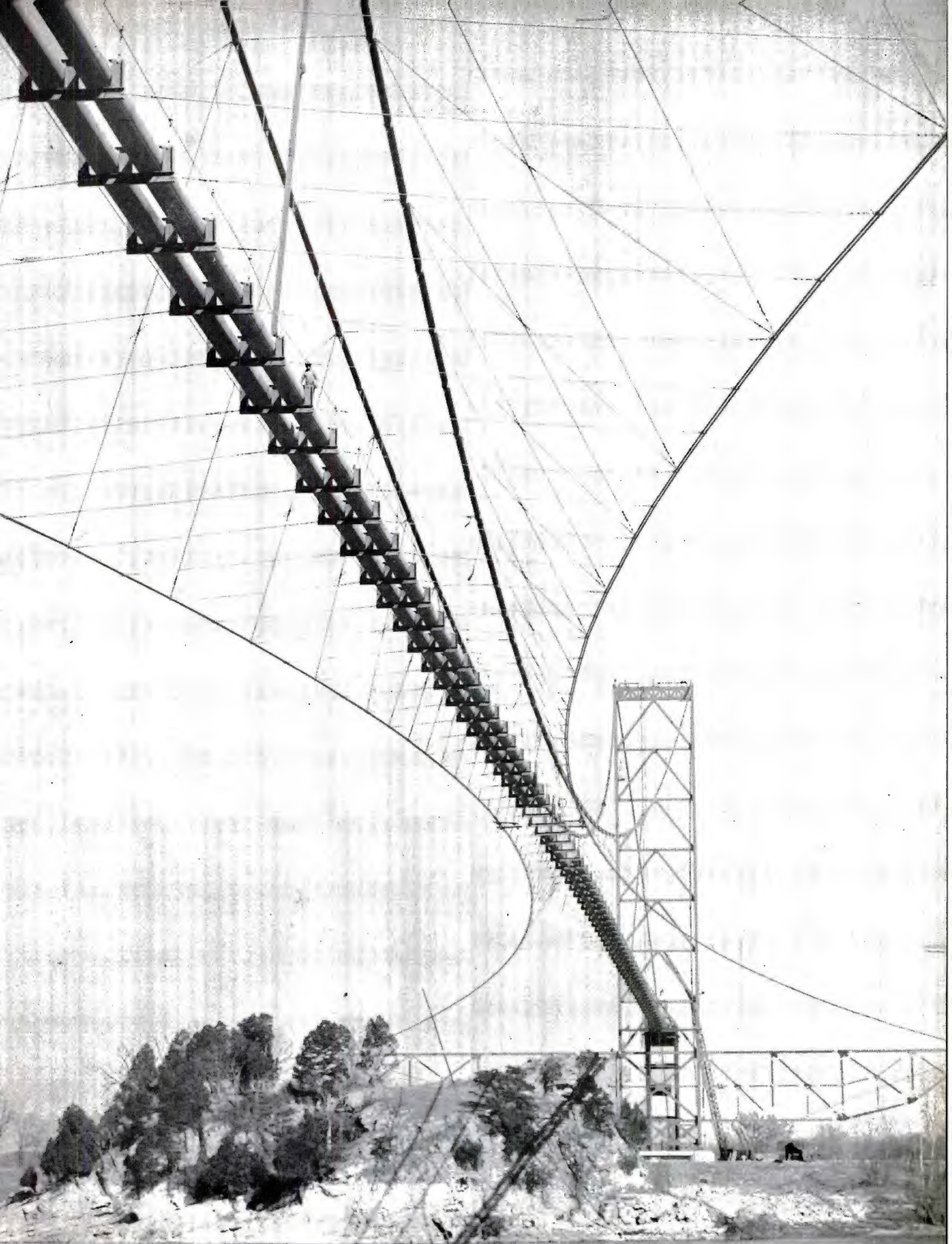
Mississippi span is finished off

With the measured movements of tightrope artists, intrepid high-steel men last week were completing the world's longest pipeline suspension bridge. A cobwebby span 2,150 feet in length, it holds a natural gas pipeline out of reach of the Mississippi River. In 1951 floods badly damaged the Texas Illinois Natural Gas Pipeline Company's underwater pipes at Grand Tower, Ill. Because there is always danger of its happening again, the company decided that a \$3.8 million bridge was a good investment.



INSIDE PIPE, inspector looks over a welded seam. A gas leak, if ignited, could badly damage the bridge.

IN HOURGLASS SWEEPS, STABILIZING CABLES HOLD PIPELINE AGAINST WIND →



THE MANY VOICES AT BANDUNG

ASIA'S BABEL IS A HUNGRY CRY FOR HARMONY. HOW SHOULD THE WEST HEAR IT?

An enormous fact about the world is often ignored. It is that more than half of the world's people are nonwhite. For the first time in history they are getting together, in something called the African-Asian Conference which begins at Bandung, Indonesia on April 18. The 30-odd nations attending make up nearly 60% of the world's population; they have excluded most of the lighter-skinned peoples—a sort of reverse form of color discrimination. Whether such exclusion should alarm the lighter colored peoples or not, it will certainly arouse their curiosity about what goes on at Bandung.

Two of the governments attending, Red China and Red Vietnam, will do their best to make Bandung a mighty chorus of hatred against the West; in such demagoguery Chou En-lai and Ho Chi Minh are usually accompanied by a loquacious egotist, India's Pandit Nehru. Yet most of the 30 nations at Bandung are actually friendly to the U.S.—as, for example, Egypt, Turkey, Pakistan, Saudi Arabia, Ethiopia, South Vietnam. And there are even more hopeful things to look to within the countries themselves.

In South Vietnam (*see pp. 46, 47*) where things seemed utterly hopeless a few months ago, there is some hope, which springs largely from indications of greater U.S. strength and resolution in Asia. If the U.S. can keep the French from sabotaging the new premier Ngo Dinh Diem's efforts, a viable nation may yet be created. And for all Nehru's verbal glad-handing of foreign Communists, his party has just won a landslide electoral victory against India's own Communists in the one province, Andhra, where they were strongest—proving once again that Communism cannot triumph by ballots. Burma's U Nu, who refused to come to Bandung unless Red China was invited, has himself been winning a civil war against his own Communists. There is hope most of all in Formosa, where the expert eye of General Van Fleet (*see p. 155*) finds extremely high battle morale against the crucial tests ahead. Formosa was not asked to Bandung, but its empty chair speaks with the eloquence of bravery, whose voice is ever heard above the highest winds of fear and indecision.

But the most salient fact about Bandung is that whatever it says, it can never speak in one voice for the East's 30 nations. Africa has no single voice (Egypt and the Sudan are already in a quarrel), and though Asia speaks with history's oldest voice, it is one of multiplicity and diversity. There is the Moslem voice which speaks of a single god, a Hindu-Buddhist-Taoist voice which abjures all worldly striving, and a Communist voice which is not Eastern at all, but an echo of a German trumpet call for remaking society—a regimented voice which comes ludicrously and tragically from a Chinese people devoted for centuries to filial piety and the dignity of the individual. The more one listens to all of the East's murmurings the more one is struck, as by Turkish music, by the absence of any harmony.

The host country, Indonesia, abounds in contradictions. It has 50 political parties (including the one-man J. Pierpont Snell party, after a Eurasian so named), and the ruling Nationalist Party is a minority which stays in power only by a coalition with the Communist bloc. Prime Minister Ali Sastroamidjojo, the spade-bearded front man for the coalition, is terribly proud of himself for having thought up the African-Asian Conference and terribly glad that Chou En-lai accepted. But Ali, like all Indonesians, fears and mistrusts the islands' Chinese minority (2.5 million), which Chou himself is trying to stir up as a Red Chinese fifth column. Ali denounces the Dutch "imperialists" and demands the "return" of Dutch

West New Guinea which has no ties with Indonesia, but when asked himself about a possible plebiscite for the stone-age aborigines who dwell there, says grimly, "self-determination can be a dangerous thing."

Thailand, whose name means freedom, has a smiling populace and has sent to Bandung Prince Wan who once told a U.N. meeting, "Do not try to interpret my smiles; I always smile." Burma's Premier U Nu is a walking contradiction (he was a drunkard at 12, and at 43, after fathering five children, took a vow of chastity), and his nation, with only 19 million people, has 110 languages. In Buddhist Tibet gold is visible in streams but is not taken because the people don't want to go to the trouble; neither do they catch the fish which abound, or kill any living thing, lest they harm the reincarnate spirits of their ancestors. But in Saudi Arabia, during one of the annual pilgrimages, a poor wretch who became sick on the Black Stone was beheaded. These contrasts of tenderness and cruelty are part of the eternal paradox and multiplicity of Asia.

And speaking of cruelty, the nation which in recent times inflicted the greatest amount of savage cruelty in Asia was Japan. Japan today is a welter of intellectual confusion and emotional strain reflected in neon lights and pinball games; the revenue from womanflesh (\$85 million a year) is greater than that from the tourist trade. But Japan's war-smashed industry has made such an amazing recovery that, despite the acute problem of finding adequate markets, Japan also is our most powerful Eastern ally—at least for the time being.

The more one amasses these bits and pieces of Asian realities, the less likely are Westerners to be impressed by the ideological babel expected to issue from Bandung. But there are two very big facts to be kept in mind about Asia, not only during Bandung but during the coming years.

The first is that most Asians lead lives of appalling poverty, ignorance and hardship, as they have for centuries past; but that they are no longer reconciled to their backwater role in modern history. Their determination to do something about this has thrown the whole East into a political ferment which will not cease until hope and progress have taken the place of hunger, dust and mud. To this Asian demand for progress the West must give not only sympathy but active aid. Otherwise the revolutionary politics of Asia will embroil us in conflict without end.

But the second big fact about Asia is that Communism, that brand of exploitation so incomparably worse than the vanishing colonialism whose vacuum it seeks to fill, can never satisfy the deep Asian need for hope and progress—and most Asians know it. Non-Communist Asia is the real Asia, however divided and miserable. As a House Foreign Affairs Committee survey has just noted after a tour of Eastern nations, the non-Communist people of Asia number 700 million, more than a match for Red China's, and their armed forces actually in being number 2,350,000 men, almost as much as our own planned for next year. Non-Communist Asia lacks unity but not potential strength. The Western attitude, and particularly the American attitude, should therefore be one of discriminating thought about Asia and resolute adherence to our own political principles. We must sympathize with all Asia but distinguish between the cry of those countries we can usefully help now (Free China, South Vietnam, Thailand, etc.) and those (the mainland Chinese) whose hopes for true progress may have to wait. If we show this discrimination and resolution, our stand in Asia will be supported by Asia's own best strength, and none need wait in vain.



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It's rich. Velvety-smooth. Low in calories, too.

Franco-American Beef Gravy is good *so many ways*. In this delectable stew shown here. On hamburgers, chops, meat loaf. Or with potatoes, noodles, rice, hot biscuits. Why not try it *soon*?

Here's How!

Brown beef cubes in small amount of shortening; season with salt and pepper. Add a little water (one quarter cup per pound of meat); cover and simmer about 30 minutes. Then add a variety of vegetables (potatoes, carrots, onions, celery, peas). Pour in Franco-American Beef Gravy; cover and cook until vegetables are tender.



MERCURY INTRODUCES NEW "HARDTOP"

AMERICA'S LOWEST-SILHOUETTE 6-PASSENGER SEDAN



It's the newest Mercury of them all—the Montclair 4-door sedan, and those two pictures above really sum up the story.

That top photograph shows you that extra-smart, extra-low hardtop styling that more and more people demand (and buy Mercurys to get). Notice how the extra length of the top makes it even handsomer than regular "hardtop" models.

Now look at the bottom picture. See how convenient it is for

the whole family to get in and out. Everyone who admires hardtop styling, but wants the roominess and convenience of a 4-door model, can now eat his cake, and have it too!

Being one of the Montclair series, this Mercury has a new 198-horsepower Super-Torque V-8 engine that has aroused the awe, admiration and enthusiasm of a "Who's Who" list of auto editors and test drivers. Not only are a 4-barrel carburetor



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Better see this car—you'll fall in love with it. Your Mercury dealer is ready to place your order. Be among the first in your community to drive this new kind of 4-door sedan!

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No other whiskey
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Here, by the fabled Golden Gate, the twilight hour seems to say: "It's *Four Roses time*." For in San Francisco—as in other cities and towns—Four Roses means not "just a drink," but a drink that's very *special*. No other whiskey has a flavor so distinctive and appealing . . . so smooth and satisfying . . . so pleasant to taste.

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SUITOR ON THE SCALES

As he weighed in as a gentleman jockey at the Maisons-Laffitte near Paris last week, Group Captain Peter Townsend was attended as usual by a new set of matrimonial murmers. The next day the BBC reported that the Archbishop of Canterbury denied that Townsend was engaged to Princess Margaret. The BBC later retracted the statement attributed to the Archbishop, but the erroneous report had given rise to speculation that she was really interested in wealthy young Billy Wallace, an occasional escort. Out of all this only one thing was certain: Townsend had reined up at Maisons-Laffitte ahead of a field that included a mare owned by Aly Khan, named Princess Charming.



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lips and hair are unnaturally dark, and the bright red checks of the jacket actually disappear completely into its black background!



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You can also win a bonus \$50 merchandise certificate, redeemable on any G. E. appliance, if your winning entry has been countersigned by a General Electric dealer prior to mailing. So get Soilax today... and try it on your linoleum.

ENTER TODAY!
Contest closes
May 31, 1955

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3. Each winner will receive a bonus of a \$50 merchandise certificate redeemable on any General Electric appliance, provided the contestant has witnessed a demonstration of a Mobile Maid dishwasher and secured the signature of a General Electric Mobile Maid dealer on the winning entry blank.
4. Entries must be postmarked no later than midnight May 31, 1955, and become the property of Economics Laboratories, Inc., and cannot be returned.
5. Prizes awarded on the basis of originality and aptness of thought. Judges' decisions final. Duplicate prizes awarded in case of ties. Winners notified by mail.
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BUILDER ART ROBERTSON WATCHES HIS MACHINE IN TETHERED FLIGHT

MAN ON A FLYING FAN

The latest thing in flying machines, now being tested in California, is a ring supporting a platform. Whirling blades, rotating inside the rim, suck air from the top down through the ring. The strong down-draft pushes the machine into the air. By leaning, the pilot tilts the machine, which then moves in the direction in which it is tilted. The machine, built for the Navy by Hiller Helicopters, has reached an altitude of 15 feet. The builders consider it as much a laboratory for wingless airplane experiments as a feasible vehicle in itself.



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ORANGEBURG® **ROOT-PROOF**
PIPE



Builders, Architects, Plumbers, Sanitary Engineers—men who know building best—know that Orangeburg Pipe is designed for modern construction methods. They know that its speed of installation and proved quality are unsurpassed, whether it's for new construction or modernization.

They know, too, that no home is modern today unless it is modern underground as well as above-ground.

Revolutionary Non-Metallic Material

Non-metallic Orangeburg is rust-proof...strong, tough, resilient—withstands traffic tensions...temperature changes. Resists acids and alkalies in sewage wastes. Lasts for years underground.

Root-Proof Joints Add Years of Service

Root clogging leads to dug up lawns, trouble, expense. Orangeburg's Taperweld Joints are scientifically designed to keep the roots out. Pipe ends and couplings are accurately tooled to seal root-proof and stay root-proof.

EASY TO INSTALL

This is the famous Orangeburg Taperweld joint which seals root-proof and watertight with a few hammer taps (no cement, nor calking, nor compounds needed). The long, 8-foot lengths are light and easy to handle, go into the ground quickly without trouble. And all this means that you save time, trouble and money!

UNDERGROUND 49 YEARS



When this section of pipe was dug up for a look after 49 years of service, it was found to be in perfect condition...undeniable proof of Orangeburg quality.

Orangeburg, the Pipe of Many Uses

Be sure to get *genuine* Orangeburg Root-Proof Pipe for house sewers, septic tank connections, storm drains and other outside non-pressure lines. Use Orangeburg *Perforated* Pipe for septic tank disposal fields, foundation drains, wet spots in lawns and fields.

Get the facts about this Modern Pipe

If you are buying a new home, find out if it has modern Orangeburg Pipe underground. If you are building, modernizing or repairing, ask "the men who know." They will tell you that 150,000,000 feet of Orangeburg Pipe are giving dependable service across the nation today.

Be sure to use exclusive Orangeburg Fittings. For more facts see your dealer or write Dept. L45.

ORANGEBURG MANUFACTURING CO., INC., ORANGEBURG, N. Y.
WEST COAST PLANT, NEWARK, CALIFORNIA

Look for the **ORANGEBURG** Trademark on the Pipe and Fittings



HAPPY ARRIVALS walk into lobby. From left, Tita Purdom, the actor's wife, Director Mitchell Leisen and Columnist Hedda Hopper.



SMILING COUPLE, Mr. and Mrs. Bogart, happy when entering, were less happy on leaving because friend Judy Garland did not win.



FANS' FAVORITE Rock Hudson escorts two beauties, the German starlet Cornell Borchers (*left*) and agent's secretary, Phyllis Gates.



COMEDY FAVORITE Jerry Lewis arrives with wife. He introduced partner Martin who sang winning song, *Three Coins in the Fountain*.



BRANDO BACKSTAGE runs through his speech awarding an Oscar for best direction. With him is

Academy secretary Olgie Segar whose job it was to watch the TV monitor (*left*), cue principals on stage.

THE BIGGEST NIGHT FOR OSCAR

Academy Award presentations for 1954 take on a new brightness

This year for the first time the Motion Picture Academy Award presentations wore the proud look of the top-rating TV show they had become. In earlier years, the handing out of gold-plated statuettes to the industry's annual favorites was a pretty tame, folksy affair, like giving blue ribbons at a cattle show. Then television took over, and the awards, with 55 million people looking on, became not only a matter of life and death box-office importance to nominees and their studios but a whopping spectacle as well.

With close to half a million dollars tied up in the show, movieland celebrities and their escorts arrived at Hollywood's Pantages Theatre this year in dress even more glamorous than usual. Where in other days a meaningless backdrop may have appeared on the stage, now a bevy of huge, gilt Oscars like the one at left appeared to glower over the televised proceedings. Backstage was turned into a complicated jungle of TV apparatus. As in other years, however, the show's new status did nothing to affect the old practice of the winners' victory dinners at Romanoff's when it was all over.



← **DWARFED BY OSCAR**, Marlon Brando in Hollywood presents an award to Elia Kazan in New York.

CLUTCHING OSCAR, Grace Kelly looks for place at party as Lauren Bacall (*in background*) watches.



*Who can afford
to love a woman
that much?*

Two can drive as cheaply as one—if you and your wife are resigned to taking turns using the one and only family car.

If that makes her unhappy, remember that the best way (ahem!) to get around a woman is to get a good used car for her to get around in. Economically—of course. And if you love her—safely. And if you really love her a *lot*—with comfort and pride.

Who can afford to love a woman *that* much? *You can*—with the help of your authorized Chevrolet dealer, who has something special in the way of an OK Used Car that's just right for your wife. In writing—*in writing*, mind you—her OK Used Car will be warranted by the dealer to have been thoroughly inspected, and reconditioned for safety, performance and value. These OK Used Cars are what he says they are (or what you read they are in the used car "classifieds"). They're honestly described and priced to sell—strictly OK all the way.

If you want to get your wife back in the driver's seat (in a car of her own), come in and take a look at the many OK values that will please her and suit your purse. And remember they are sold *only* by authorized Chevrolet dealers.

Look for this tag and get
a used car you can believe in



SEE YOUR CHEVROLET DEALER



IN ANCIENT ROMAN THEATER IN ORANGE, POUJADE SPEAKS TO 15,000 RAIN-SWEPT ADMIRERS. HE ARRIVED AN HOUR LATE BUT CROWD WAITED PATIENTLY

TAX DODGERS' REVOLT

Poujade leads French feud with the revenuers

Frenchmen hate paying taxes almost more than drinking water, and that is why they will turn out in all kinds of weather to be harangued by Pierre Poujade, the Pied Piper of France's countless tax dodgers. A 34-year-old ex-fascist, ex-R.A.F. gunner and small-town bookseller, Poujade has a simple, seductive tune: don't pay taxes until the government in effect agrees to let everyone pay as little as he likes. Poujade-inspired mobs run tax collectors out of town. Some priests ring church bells to warn of the arrival of the revenuers. Four hundred thousand Frenchmen will contribute over \$1 million to Poujade's campaign kitty this year.

The mushrooming political strength of Poujadism last month forced Premier Edgar Faure's government to promise sweeping exemptions to the small shopkeepers. Giddy with success, Pied Piper Poujade is now crying for a rebuff to Faure himself in the upcoming cantonal elections.



BRAGGING TO HIS WIFE, Poujade claims that French deputies are so frightened of him that they would stampede if he popped a paper bag in their midst.

ONE POOF... IS ALL THE PROOF YOU NEED!

Poof...

there
goes
perspiration!



If you've never tried Stopette, how can you know what a sheer delight it is?

Stopette is the *lotion* spray deodorant. Gentle as a balm to your skin. Yet completely effective. One "Poof!" checks odor and moisture for the whole day.

And here's something else you can depend upon... Stopette will work *every* day... you never become immune to its formula.

Such reassurance is worth a fortune... so isn't Stopette worth a try today?

Enjoy "What's My Line?" every week on CBS-TV

Stopette

THE LOTION SPRAY DEODORANT

Jules Montenier products are also available in Canada

JULES MONTENIER, INC., CHICAGO

Tax Dodgers' Revolt CONTINUED



STRIKER, a Paris cafe owner named Dupain, obeys Poujade order for one-day shop shut-down. Eighty percent of shops in Bordeaux, and most Marseilles cafes were closed.

ORGANIZER Gaby Ronchard of Montélimar buys the 60¢ Poujade buttons for her followers from Paul Cabanel, a butter-and-egg man who is regional Poujadist treasurer.



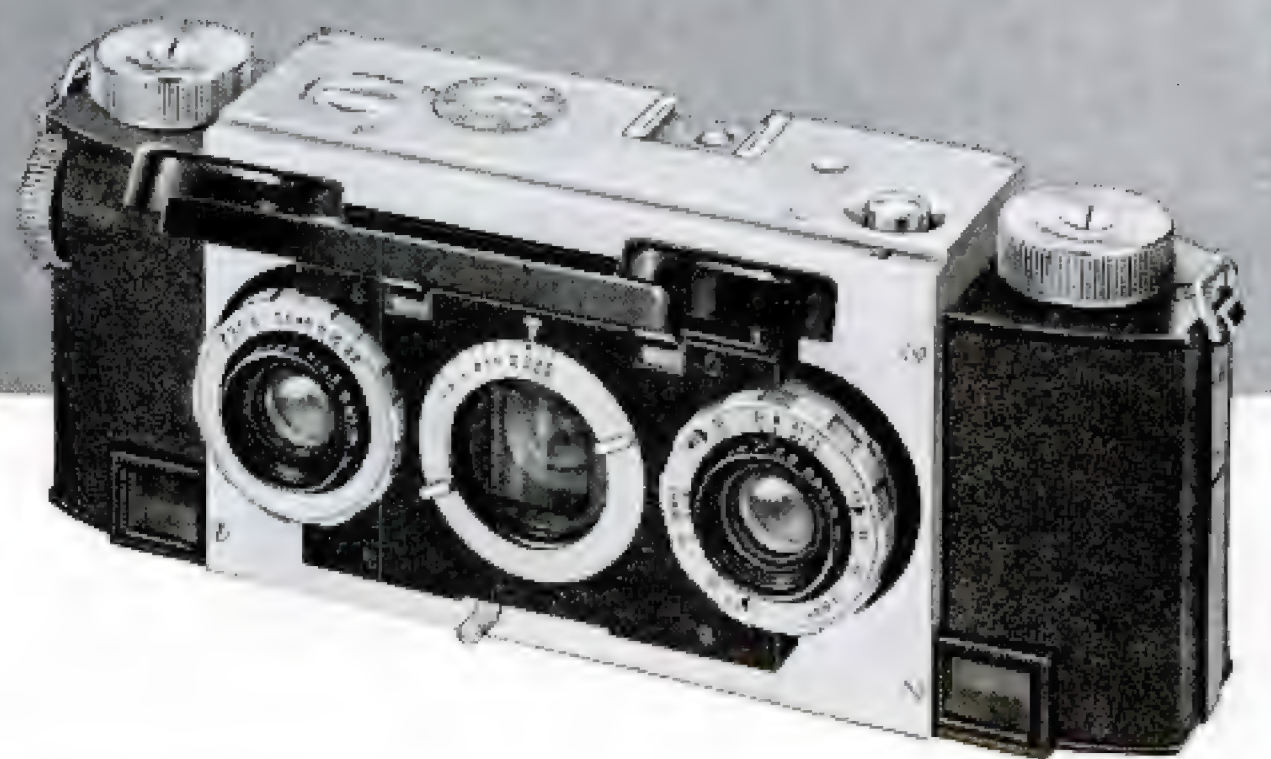
LEADER, a confident Poujade, waves from a campaign truck. Rooster is old symbol of Gauls. U.D.C.A. stands for Poujade's Union for Defense of Shopkeepers and Artisans.



Stereo Realist

the camera
that sees
with 2 eyes
(*just like you do*)

Photo by Silver Studios, from Popular Photography



—to give you living 3-D snapshots . . .
the kind of pictures you've never had before!

Every time you click the shutter of a Stereo Realist camera you capture forever *exactly* what your two eyes see—with depth and roundness and glorious full color . . . because two perfectly matched lenses take two pictures simultaneously from the angle of each eye.

Viewed together they reproduce rugged mountain ranges, the delicate petals of a flower, your precious baby's face in thrilling 3 dimensions that ordinary, flat photography can never give.

You must see these pictures to realize how *different* they are—how “true to life”. Let your Realist dealer introduce you to this exciting experience. Let him explain why even beginners can take prize-winning shots on their first roll and how easily you can own a Stereo Realist on terms *you* choose.

REALIST HELPS BUSINESS SELL! Write today for full details on how Realist can make your sales and personnel training more effective . . . communicate ideas faster with more impact.

*Be sure your stereo Camera is a
STEREO REALIST... America's finest!*

The Stereo Realist model ST-41 is a truly fine photographic instrument with many exclusive features which assure the expert the best in 3-D. The Realist is as easy to use as a box camera.

ST-41. Optically matched, color corrected coated 35 mm. f:3.5 lenses locked to rigid lens board—internal film plane focusing by

coupled range finder. Speeds from 1 to 1/150th, plus T & B synched for flash—double exposure control—depth of field scale—metal body—full year warranty. \$159.00.

ST-42. The SUPER Realist with Tessar type 35 mm. f:2.8 lenses—shutter speeds from 1 to 1/200th. For those who demand more speed for low available light. \$198.50.

Realist®

Realist cameras, viewers, projectors and accessories are products of David White Company, 315 West Court St., Milwaukee 12, Wisconsin, and are distributed by REALIST, INC.

**MORE THAN
\$22,000
for YOU
AT AGE 65**

ONE OF THE MOST FAR-SIGHTED PLANS ever devised for the wise use of savings is offered for your earnest consideration by the SUN LIFE ASSURANCE COMPANY OF CANADA, a leading world organization in its field, with branches from coast to coast throughout North America. By means of the plan, regular amounts of savings can be applied to provide, at age 65, a lump sum of more than \$22,000 *plus accumulated dividends...*

**OR
AN INCOME OF
\$150 Monthly
FOR LIFE** according to your choice.

**IF YOU DO NOT LIVE TO AGE 65,
THEN AN AMOUNT OF AT LEAST
\$22,000 WILL BECOME IMMEDIATELY
PAYABLE TO YOUR FAMILY
OR YOUR ESTATE**

By the way, the plan can be easily tailored to the amount of regular savings you can afford, with corresponding adjustments in the sums payable.

Details are yours without obligation by just mailing the coupon below.

SUN LIFE ASSURANCE COMPANY OF CANADA

607 Shelby Street, *or* 315 Montgomery St.,
Detroit 26, Michigan San Francisco 4, Calif.

I should like to know more about your Special Income Plan, without incurring any obligation,

NAME _____

ADDRESS _____

Date of Birth _____

Amounts quoted above are for men.
A similar plan is available for women.

Tax Dodgers' Revolt CONTINUED

FRUSTRATION FOR THE COLLECTORS

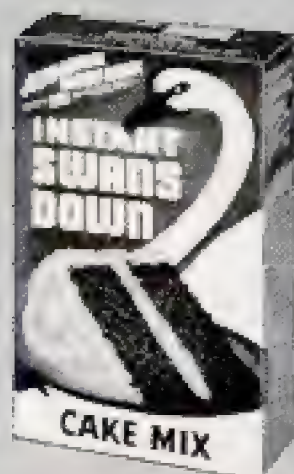


SHUT-IN TAX OFFICIALS in town of Romans, forbidden by superiors to attend Poujade rally (*outside window*), listen to him from their office. Poujadist obstruction, strongest in southern France, has forced a tax official to admit, "South of the Loire, we are no longer masters of the situation."

She just heard
about a new way
to make a cake!



ALTOGETHER NEW! Instant Swans Down Cake Mixes



- Everything goes into the bowl all at once.
- Beat only once . . . and in $\frac{1}{3}$ less time.
- Only Instant Swans Down Mixes mix in just one step . . . so simple you can't go wrong.
- The only mixes with famous Swans Down Cake Flour, so you know how good every cake will taste. It's "Swansational"!

WHITE • YELLOW • DARK • 100%

A product of General Foods

Thermostat outside your temperature as the



H. Leslie Hill, a leading southwestern builder

H. Leslie Hill is president of his own building firm, H. Leslie Hill Enterprises. The house you see is one of 203 being built in Casa View Oaks, a subdivision in Dallas. A home builder for the past 20 years, Hill has been a director of the National Association of Home Builders for 10 years. All the company's current homes are Electronic Comfort Homes—equipped with Honeywell Electronic Moduflow Temperature Control.

This is why you need

Electronic Moduflow home in suburban Dallas, Texas. Cost in Dallas: \$13,500-\$18,000. Builder: H. Leslie Hill. Architect: Chris Choate. Designer: Cliff May. Electronic Moduflow was installed by Texas Standard Engineering Co.

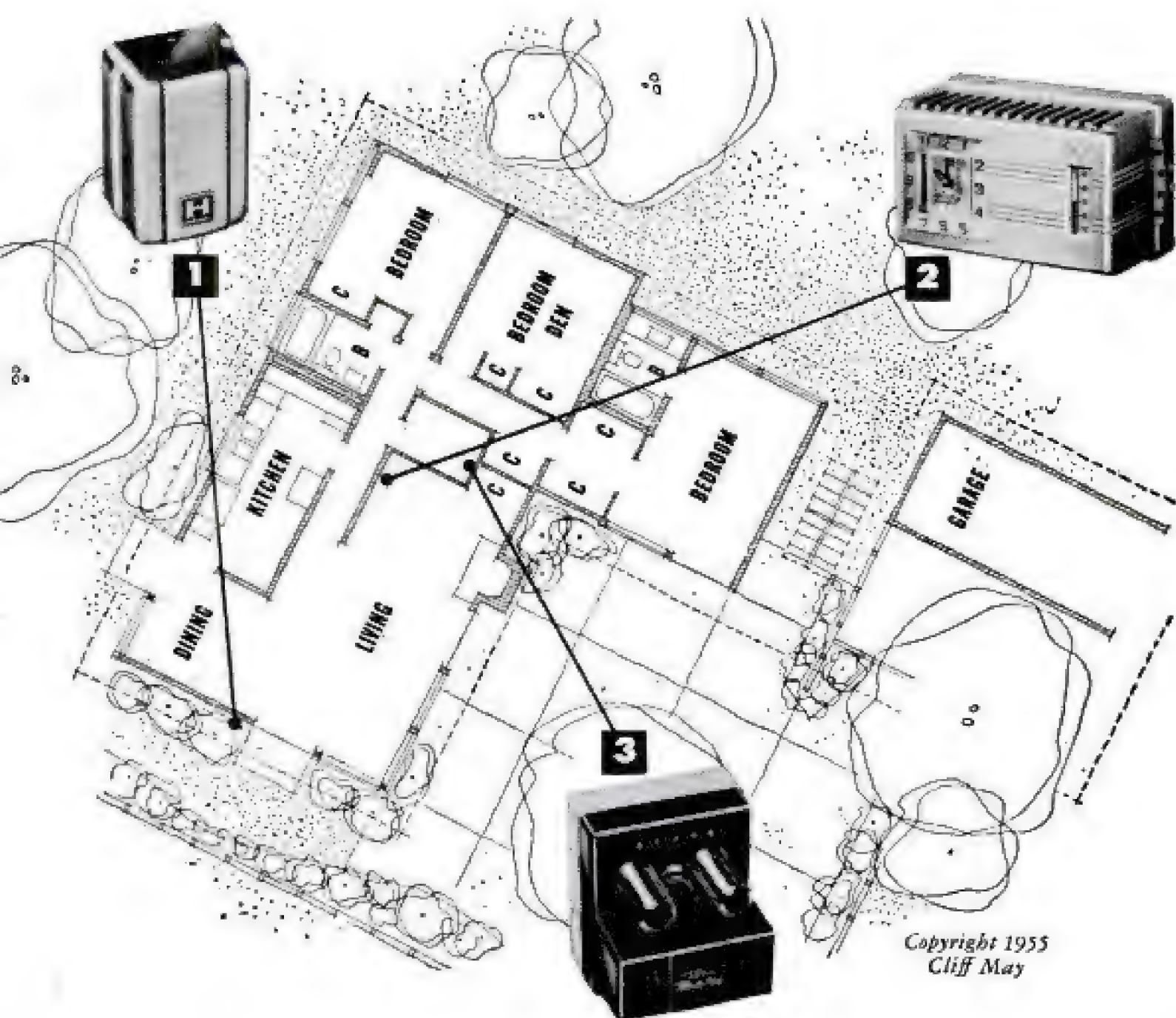
THIS HOME HAS ELECTRONIC MODUFLOW COMFORT



house varies indoor weather changes

two thermostats—one outside (as circled on house photo) and one inside your house

This is Honeywell Electronic Moduflow
—your key to luxurious new comfort



1 Outdoor Thermostat

The Electronic Weathercaster, mounted outside where the weather is, senses the outdoor temperature and sends an electronic signal to the Indoor Clock Thermostat.

2 Indoor Clock Thermostat

The Indoor Clock Thermostat, mounted in your living room, receives continual electronic signals from the Outdoor Thermostat, interprets them and signals the Electronic Control Center. In winter the Indoor Thermostat also automatically turns down the heat at night so you sleep cool and save fuel. Then it turns up the heat in the morning so you wake in a warm house.

3 Electronic Control Center

The Electronic Control Center, mounted in your utility room or basement receives signals from the Indoor Clock Thermostat. Then it automatically tells the heating or cooling plant to provide the amount of adjustment required to keep your house at the right temperature—no matter what the weather.

THE LAST WORD IN HEALTHFUL HOME COMFORT can be secured only by varying the indoor temperature as outside temperature changes.

For example, as the temperature outside goes down, the walls of your house naturally become colder. Thus, you need a rise in temperature inside your house, to offset this *cold wall chill*.

To provide this important *temperature variation*, you need two thermostats, one *outside* and one *inside* the house.

Electronic Moduflow, with two thermostats, gives you all-electronic; completely automatic temperature control.

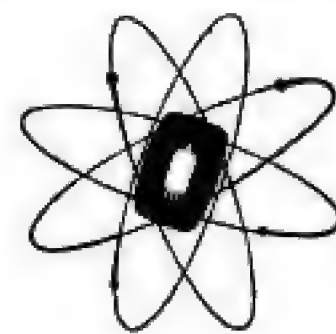
In winter—this system, which is accurate to within $\frac{1}{4}$ of one degree, varies the indoor temperature in your house, as the outside weather changes. This keeps you bathed in a gentle glow of constant comfort. Your house is never too hot, never chilly. You say goodbye to cold, drafty floors. And because your heating plant is neither overheating nor underheating, you get the most good out of every fuel dollar you spend.

In summer—if you have central air-conditioning, *Electronic Moduflow* regulates your central air-conditioning plant—to give you controlled cooling.

It's easy to get Electronic Moduflow for your home

See your builder, heating dealer, or architect. Average price installed, \$199.40. Works with any adequate central heating or cooling plant. For a new home—can be included in the financing. For your present home—can be bought on a home-improvement loan.

For heating or cooling



MINNEAPOLIS
Honeywell

Electronic Moduflow



It's Sheer Luxury Tailored To Fit Your Face

Superb Quality
MOLLE*

Tailored—

FOR BETTER BRUSHLESS SHAVES

MOLLE BRUSHLESS is a heavier, richer, lanolin-loaded cream. For tough beards you use it full strength. If it's too rich for your beard... tailor it... simply leave your face wetter when you apply MOLLE. Known everywhere as the world's smoothest, most comfortable shave.



Tailored—

FOR DELUXE LATHER SHAVES

MOLLE LATHER is the richer Instant Brushless lather... because it's loaded with glycerin it stays moist, lets your razor glide smoothly. For tough beards use it full strength. If it's too rich for your beard... tailor it... simply leave your face wetter when you apply MOLLE. Gives you the fastest, most comfortable lather shave—a shave that lasts all day!



NOW
ONLY
\$1.00

EITHER WAY

The world's Best shave

*Pronounced Mō-Lay



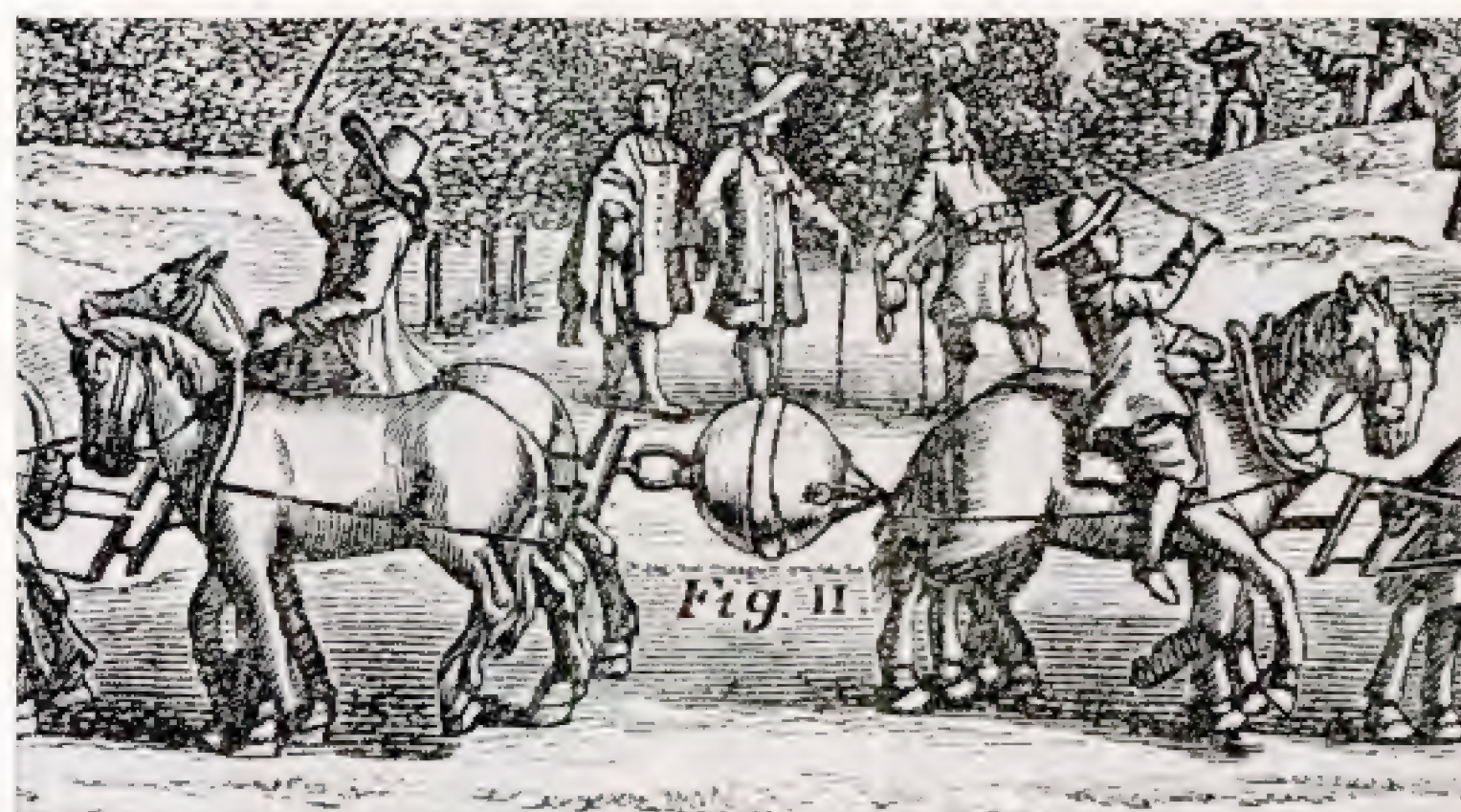
PULLING AT GLOBE, FOUR HORSES RE-ENACT 301-YEAR-OLD EXPERIMENT. THE HANDLERS HAVE 17TH CENTURY CAPES OVER THEIR 20TH CENTURY JEANS

BIG TUG OVER NOTHING

Try at a historic experiment goes awry

Every schoolboy who has weathered elementary physics remembers Otto von Guericke's famous demonstration of atmospheric pressure in 1654. A physicist of Magdeburg, Germany with a flair for showmanship, he harnessed 16 horses to a pair of hollow copper hemispheres which he had fitted together and emptied of air. With the atmosphere pressing against the outside and with none inside to oppose it, they held together so tightly that the horses could not pull them apart.

Last week for an education film it was making near Chicago, the *Encyclopaedia Britannica* re-enacted the experiment of the Magdeburg sphere with horses and a periwigged cast. It discovered that vacuums haven't changed in 301 years but that horses aren't what they used to be. They refused to pull, though the model was cardboard to protect them from harm in case they skittishly backed into it. The film-makers finally used four horses, which tugged a metal replica (*above*). Then, abandoning even these, everyone heaved on the ropes for a close-up of the sphere.

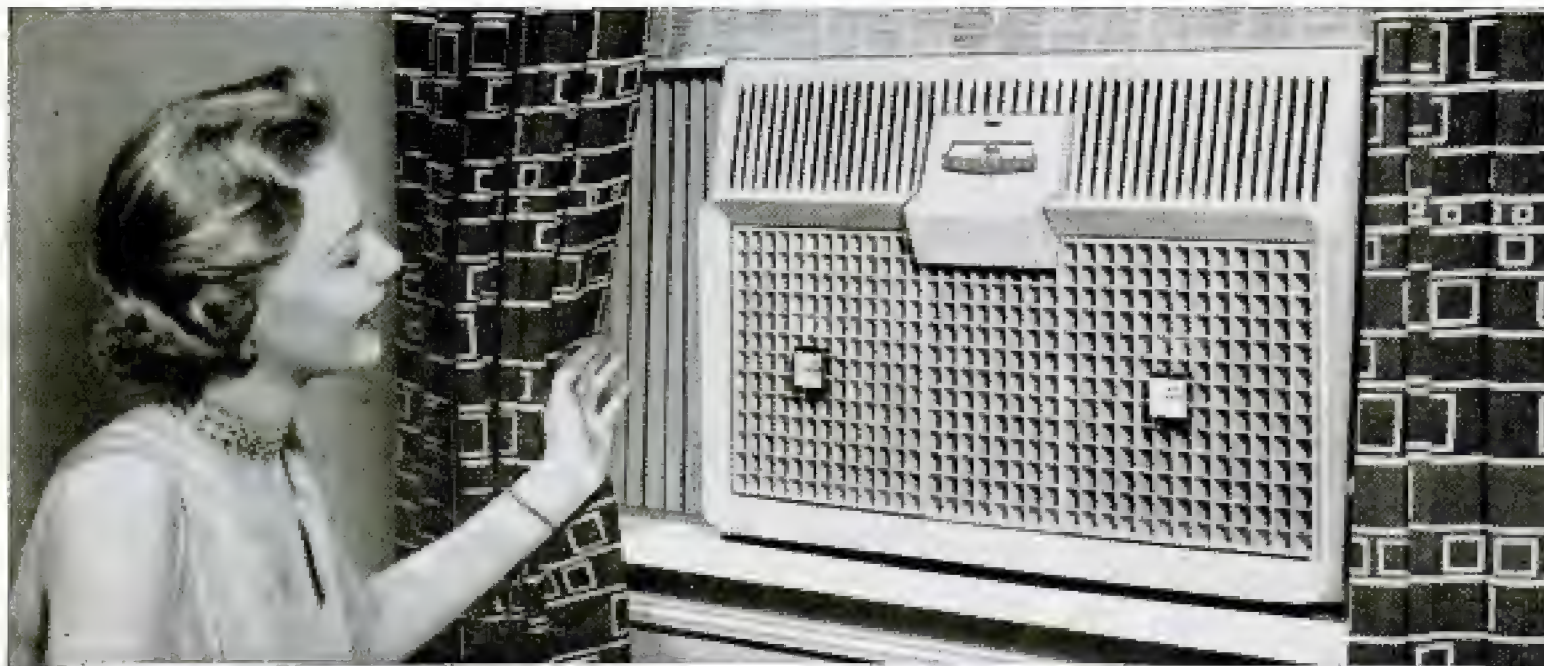


1654 DEMONSTRATION, SHOWN IN PRINT, WAS FOR GERMAN EMPEROR FERDINAND

FOUR MEN, ONE WOMAN AND FOUR SMALL BOYS, REPRESENTING TWO-THIRDS OF A HORSE POWER, LIFT 70-POUND METAL MODEL FOR MOVIE CLOSE-UPS



CONTINUED ON NEXT PAGE



354,708 COOLING UNITS PER HOUR* WITH A MITCHELL room air conditioner

*Plus 2½ pints dehumidification per hour, ¼ HP Model

...an all new high in cooling power!

All air conditioners draw in warm air and discharge cool air, but this alone is not enough. The important question is how much air and how cool.

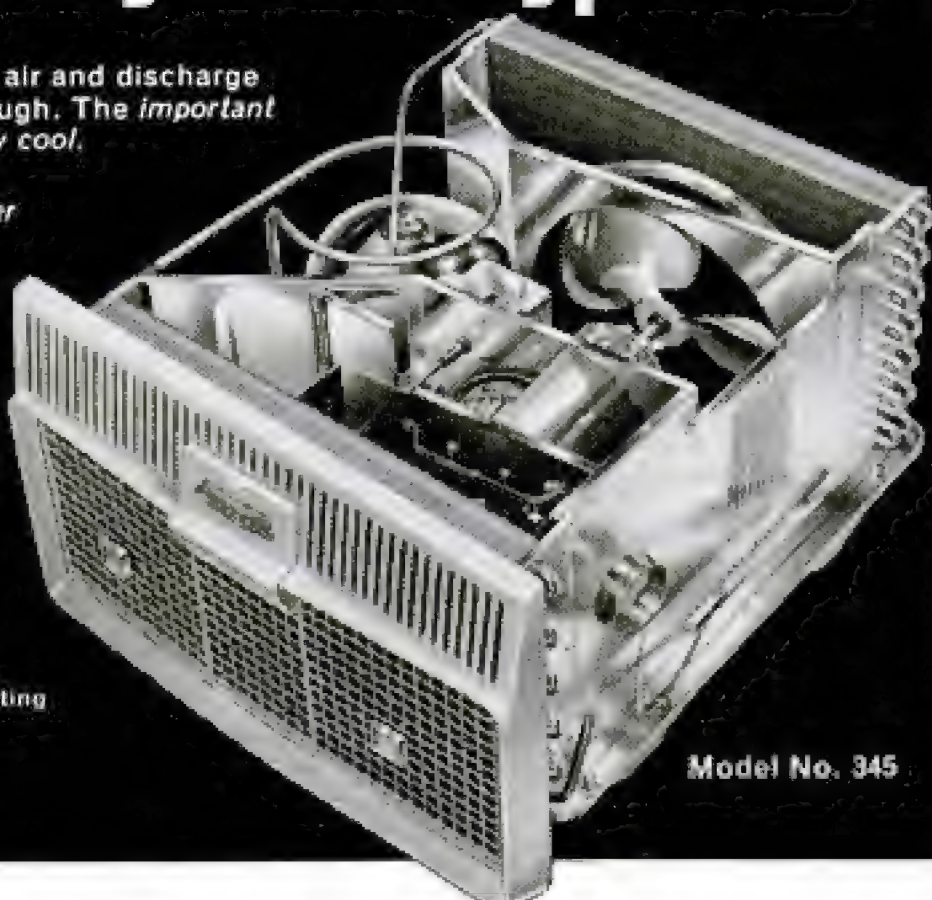
The new MITCHELL draws in more air, and discharges this larger volume at a lower temperature.

With the MITCHELL ¼ HP room air conditioner, you get 354,708 cooling units per hour... complete assurance of comfort under all temperature conditions.

Cooling Units equal the cubic feet per minute of discharged air from an air conditioner multiplied by the difference in temperature of the air entering and leaving.



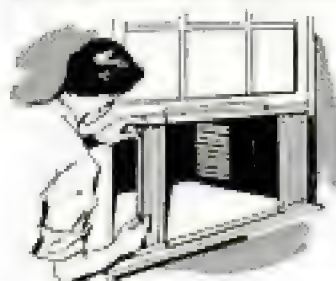
Certified for superior and consistent operating performance by the United States Testing Company



Model No. 345

MITCHELL FIRST WITH EXTRA COOLING

EXPANDO-MOUNT INSTALLATION



Adjustable sides slide out to fill window giving a handsome, quick, air-tight, secure installation. A MITCHELL exclusive patented feature.

TRUE FLUSH MOUNT

MITCHELL fits flat with the wall. Permits drapes to be drawn without a bulge. Blends harmoniously with any room decor.



YOU CAN MEASURE...

- 70% more condenser surface for '55
- 20% greater air movement for '55
- 29% larger evaporator for '55

Mitchell, with its revolutionary *Super High Capacity Cooling Chassis* now leaves all '54 models years behind. See its sweeping engineering changes: *Air Flow Modulation*, the fast cool feature, cools a whole room in five minutes with the turn of a dial; *Twenty Direction-Aire* that puts draft-free comfort where you want it. Plus the most functional and attractive styling in air conditioning. No other unit measures up to a Mitchell. There's a size that's just right for your room...from ⅓ h.p. to 2 h.p.

Your Mitchell dealer is listed in the yellow pages of your phone directory.

MITCHELL

...the world's finest room air conditioner
MANUFACTURING COMPANY

Dept. 12, 2525 N. Clybourn Ave. Chicago 14, Ill. • In Canada: 19 Waterman Avenue, Toronto



RIM TRIM is given to hemisphere for a snug fit against twin. Hemispheres, borrowed from Chicago museum, are duplicates of Von Guericke's originals.



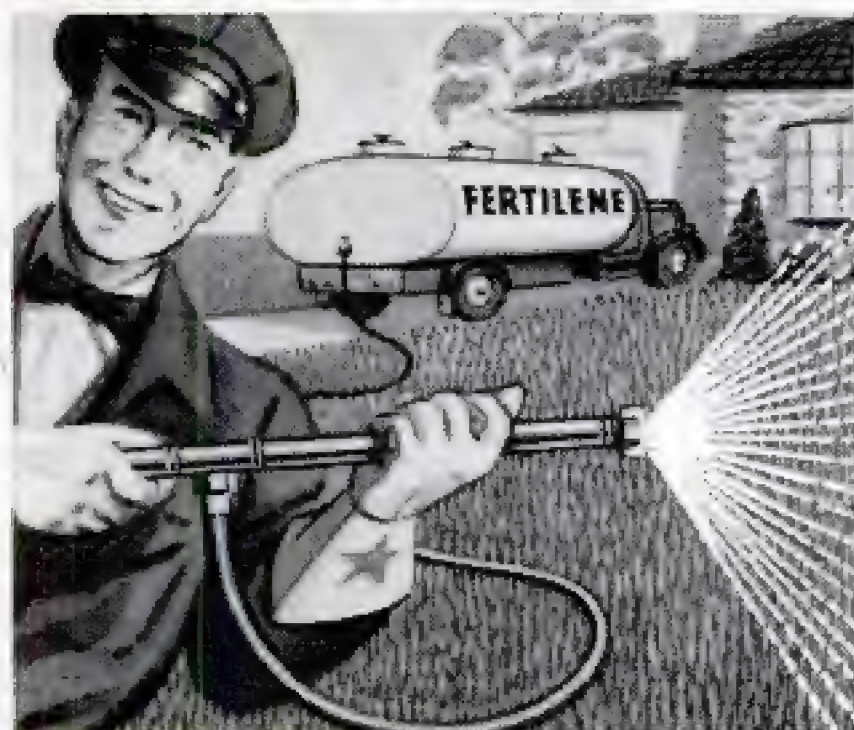
FINAL FIT in workshop tests whether hemispheres form airtight joint. To separate 2-foot-wide evacuated hemispheres, about two tons would be needed.



PUMPING OUT AIR, actors struggle in film sequence with replica of air pump that Von Guericke invented (illustrated in his 1672 book, foreground).

Your lawn can be **A LUXURIOUS CARPET OF GRASS!** Have it sprayed with

FERTILENE



nationally famous **LIQUID FERTILIZER**

This modern, scientifically-approved liquid fertilizer, used for years by progressive farmers, is now available to home owners through local fuel oil dealers. Fuel oil dealers have gone into the business of spraying lawns, trees and gardens with FERTILENE in the spring and summer months... bringing this new, clean, economical way to lawn beauty right to your own front yard... FERTILENE supplies grass, trees and plants with a balanced life-

giving diet of nitrogen, phosphorous, potash and essential trace elements - needed nourishment for luxurious, healthy growth... FERTILENE feeds plants through the roots as well as the leaves... it encourages the growth of your grass to a deeper, richer shade of Nature's loveliest green... sprayed 4 to 6 times a year, FERTILENE brings outstanding results at surprisingly low cost... call your FERTILENE dealer NOW!

Listed below are fuel oil dealers authorized to spray FERTILENE as of February 28, 1955. Many others have been appointed since. Watch your local newspapers for their announcements.

Akron, O. Ross Oil Corp.
Albany, Ga. Farmer's Oil Co.
Albany, N. Y. Schroeder Oil Corp.
Alexandria, Va. Franconia Fuel Supply
Amsterdam, N. Y. Brodie-Young Oil Co.
Angola, Ind. Sheets Oil Co., Inc.
Anoka, Minn. Local Oil Co.
Appleton, Wisc.

Lutz Ice and Valley Nitrogen Co.
Asheville, N. C. Rankin Oil Co.
Auburn, Ind. Auburn Burner Co.
Avon, Mass. Avon Coal and Oil Co.
Baldwinsville, N. Y. Lastumbo Oil Co.
Barre, Vt. R. F. Beaulieu Co., Inc.
Bartow, Fla. Richard H. Pipes
Bath, Maine. The Gibbons Co.
Battle Creek, Mich. Anderson Oil Co.
Battle Creek, Mich. Leatherman Oil Co.
Bay City, Mich. Peerless Petroleum Co.
Beacon Falls, Conn.

Milton Smith Oil & Ice
Beaver Falls, Pa. E & B Oil Co.
Bellefontaine, O. Heiby Oil Co.
Belleville, Mich. Newton Coal & Ice Co.
Belvedere, S. C. Dependable Oil Co.
Berkley, Mich. Berkley Oil Co.
Berryville, Va.

Republic Oil Refining Co.
Blue Island, Ill. Triangle Petroleum Co.
Bonifay, Fla. McGee Oil Co.
Boone, N. C.

Farmers Hardware & Supply Co. Inc.
Bowling Green, O. Pearl Oil Co.
Bradford, Pa. Custer City Oil Co.
Brazil, Ind. C. Bates Miller
Brewer, Maine. Robinson-Kenney, Inc.
Brookton, Mass.

Economy Service Station and Oil Co.
Brookton, Mass. Keith Oil Corp.
Burlington, N. C. J. N. Cates & Sons
Canton, O. The Beaver Petroleum Co.
Carlisle, Pa. R. Paul Shenk
Cedarhurst, L. I., N. Y.

Stakelum-Lints, Inc.
Chambersburg, Pa. Ben Goodyear
Charlotte, N. C.

Avant Fuel & Ice Co., Inc.
Charlotte, N. C. Partridge Oil Co.
Chevy Chase, Md. J. R. Enright Co.
Chicago, Ill. Domino Fuel Oil Co.
Chicago, Ill. Lind Ice & Fuel Co.
Chicago, Ill. Michael Oil Co.
Chicago, Ill.

North Center Fuel Distributor
Chicago, Ill. Nydam Fuel Oil Co.
Chicago, Ill. Oberheide Coal Co.
Chicago, Ill. Red Diamond Oil Co.
Chicago, Ill. Ross Fuel Co.
Christiansburg, Va.

Higgins Gas & Oil Co. Inc.
Cincinnati, O. Este Oils Co.
Cleveland, O. The Forest City Oil Co.
Cleveland, Tenn. James F. Carr Jr. Inc.
Clifton, N. J. Colonial Oil Co.
Clio, Mich. Wymers Oil Co.
Coldwater, Mich. Davis Coal & Fuel Oil
Colmar, Pa. Dubois Oil Co., Inc.
Colonial Heights, Va.

Colonial Heights Oil Co.
Cranford, N. J. Reel Strong Fuel Co.
Danielson, Conn.

Danielson Oil Co. Inc.
Daytona Beach, Fla. U. W. Cunningham & Son
Dearborn, Mich.

Anne Fuel Oil Service, Inc.
Decatur, Ill. The Farm
Deerfield Beach, Fla. Johnny's Lawn Service
Deland, Fla. C. H. Harrison Fuel Oil Co.
Dennisport, Mass.

Murray's Fuel Oil Service, Inc.
Detroit, Mich. Asco Oil Co.
Detroit, Mich. Auto City Oil Co.
Detroit, Mich. East Side Oil Co.
Detroit, Mich. Red Star Oil Co.
Douglas, Ga.

Douglas Lawn Spraying Service
Duncansville, Pa. Alto Penn Oil Co.
Easton, Pa. Frank A. Hitzel
East St. Louis, Ill. Prospect Oil Supply
Eaton Rapids, Mich. Harris Oil Co.
Eau Claire, Wisc.

William Larson Fuel Co.
Elmira, N. Y. Elmira Corp.
Essexville, Mich. Bay Lawn Service
Evergreen Park, Ill. Ozinga Brothers
Exeter, N. H. A. E. McReel Co. Inc.
Exton, Pa.

Chester County Fuel & Supply Co.

Fitchburg, Mass. Baldac Fuel Co.
Fitchburg, Mass. Lockhart Oil Co. Inc.
Flint, Mich. Anderson Oil Co.
Flint, Mich. Burrows Fuel Oil Co.
Flint, Mich. Phil Flint Oil Co.
Fond Du Lac, Wisc. Bloedel Fuel Co.
Fords, N. J. Gumbs Fuel
Fort Walton Beach, Fla. McGee Oil Co.
Fort Wayne, Ind.

McArdle & Swanson, Inc.
Franklin, Va. S. W. Rawls, Inc.
Front Royal, Va.

Stoutmyer & Kerfoot, Inc.
Gary, Ind. Barnes Ice & Fuel Co.
Gary, Ind. Miller Fuel Oil Co.
Geneva, N. Y. Fitch Oil Co. Distributor
Gloversville, N. Y. Peters Oil Co. Inc.
Grand Rapids, Mich.

Southwest Ice & Fuel Co.
Grand Rapids, Mich.
West Michigan Marathon Oil Co.
Gray, Maine. Gray Oil Co. Inc.
Great Neck, N. Y. J. A. Mastro
Green Bay, Wisc.

Northern Coal & Supply Co.
Greenfield, Mass.

George A. Sheldon Co. Inc.
Greenville, S. C. Paris Coal & Oil Co.
Greenwood, S. C. Watson Oil Co.
Gretna, Va. C. D. Hunt, Sr.
Hamilton, O. Champion Service Co.
Hammond, Ind. Shipman's Fuel Oils
Hammond, Ind.

Witham's Sales & Service
Hampton, Va. T. H. Wilson & Co. Inc.
Hanover, Pa. B. C. Schuchart Inc.
Harrisburg, Pa. Ralph Beaver
Harrisonburg, Va.

Republic Oil Refining Co.
Hartford, Conn. Collins Oil Co.
Hartford, Conn.

Oil Heat & Engineering, Inc.
Hawkinsville, Ga. E. R. Hemperley
Hendersonville, N. C.

Richardson's Fuel & Supply
Hershey, Pa. Curry's
Hoboken, N. J.

Facendola Fuel Oil Service
Holland, Mich. Boeve Oil Co.
Hopatcong, N. J.

Lake Region Oil Supply
Hopewell, Va. Hopewell Oil Co. Inc.
Howell, Mich. McPherson Oil Co.
Indianapolis, Ind. Mt. Jackson Fuel Co.
Indianapolis, Ind.

Saxon Bros. Coal & Oil Co.
Jackson, Mich. Fuel Distributors, Inc.
Jackson, Mich. Scheele Fuel & Supply
Joliet, Ill. Leach Oil Co.

Johnstown, Pa. Gilbert Bros.
Kalamazoo, Mich. Kalamazoo Oil Co.
Kankakee, Ill. St. Germain & Son
Kennedy, N. Y. Lundeen Oil Co., Inc.
Keyport, N. J. J. L. Schank & Sons
Knoxville, Tenn. Kelsa Oil Company
Lafayette, Ind. Charles V. Leffert
Lakewood, N. J. Lakewood Oil Co.
Lancaster, Pa. John F. Gerlach
Lansing, Mich.

Morden Oil Co. Distributors
Laurinburg, N. C. Harris Ice & Fuel Co.
Lawrence, Mass. Cross Coal Co.
Linden, N. J. Rathen Bros. Inc.
Little Falls (Dolgeville), N. Y.

Griffith Fuel Co.
Lodi, N. J. Amber Fuel Serv.
Logansport, Ind. Alder Fuel Oil Co.
Long Branch, N. J.

H. B. Sherman & Sons Inc.

Lowell, Mass. McGeehan Fuel & Appliance Co.
Lumberton, N. C. Service Oil Co. Inc.
McMinnville, Tenn.

Walling & Crouch Oil Co.
Madison, Wisc.

Consumers Co-Op Service
Madison, Wisc. Madison Fuel Co.
Manchester, N. H.

Moore & Preston Coal Co.
Manchester, N. H.

White's Oil Heating Service
Manitowac, Wisc. Lake Park Oil
Maplewood, N. J. Carl Coal & Oil Co.
Mariners Harbor, S. I., N. Y.

Curci Fuel Oil Co.
Marion, Ind. McClure Coal & Oil Co.
Martinsville, Va. De Shazo & Davis
Medford, Mass.

Sellers Oil Burner Service, Inc.
Meriden, Conn.

City Coal & Oil Co. Inc.
Michigan City, Ind. Wilson Oil Co.
Middleboro, Mass. Tribou Oil Co.
Middletown, O. McCoy Oil Co.

Midland, Mich. John Henry
Milford, Mass. lacovalli Oil Co.
Milwaukee, Wisc.

Bay View Sheet Metal Co. Inc.
Milwaukee, Wisc. Hunt Oil Co.
Minneapolis, Minn. Joache Oil Co.
Minneapolis, Minn. Rocket Oil Co.
Mishawaka, Ind.

Williams Coal & Oil Co.
Monroe, Mich. The Hurd-Sterling Co.
Morganton, N. C. Mull Oil Co.
Morganton, N. C. Sprinkle Oil Co.

Morristown, N. J. J. L. Malnar
Morristown, Tenn. R. M. Carter Oil Co.
Mount Vernon, N. Y.

Merit Oil Heating Corp.
Muncie, Ind. Gray Distr. Co.
Muskegon, Mich. Lipton & Tighe
Nashua, N. H.

MacDuffie Petroleum Products Inc.
Nashville, Tenn. Southern Oil Service
Naugatuck, Conn.

The Naugatuck Fuel Co.
Newark, N. J. Crisco Fuel Oil Co.
New Bedford, Mass. Stanley Oil Co.
New Britain, Conn. Moroni's Oil Serv.

New Brunswick, N. J. Benedik Oil Co.
New Haven, Conn. Monarch Fuel Co.
New Hope, Pa. Paul S. Nash
Newington, Conn.

Christy's Fuel Oil Inc.
New Lebanon, O. C. Carter Oil Co.
New Providence, N. J.

T. F. Barry Oil Service
Newton, N. J. Lawrence Yetter
New York, N. Y.

F. & B. Fuel Oil Co. Inc.
Niagara Falls, N. Y. Home Oil Co.
Niagara Falls, N. Y. L. E. Schrack Inc.
Niles, O. Dan McCaughy

Buzzy's Fuel Oil Service
Norfolk, Va. Fine Petroleum Co.
Norfolk, Va. Johns Bros. Inc.
Norfolk, Va. C. B. White & Bro. Inc.
Norfolk, Va. White & Dashiell Inc.
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Toole Oil & Supply
North Charleston, S. C.

Adams & Cooper Fuel Co.
North Plymouth, Mass. Volta Oil Co.
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North Wales, Pa. W. R. Hongey & Co.

Packard Oil Co.
Norwich, Conn. Walter Johnson
Oconto, Wisc. Sorenson Oil Co.
Old Orchard Beach, Maine

Briggs Oil Service

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Orlando, Fla. Edgewater Oil Co.
Palatka, Fla. Palatka Fuel Oil Co.
Passaic, N. J. Albert Martin Inc.

Pennsgrove, N. J. Peter Jordan
Pensacola, Fla. City Fuel Oil Co.
Perth Amboy, N. J.

Middlesex Coal & Fuel Oil Co. Inc.
Phila., Pa. Boyle Brothers
Phila., Pa. Burnbest Fuels
Phila., Pa. Frank Haig Fuels
Phila., Pa. Poplar Oil Co.

Pontiac, Mich. L. H. Cole Oil Co.
Pontiac, Mich. Economy Oil Co.
Pontiac, Mich. Johnson Fuel Oil Co.
Port Huron, Mich. Lambert Coal Co.

Portland, Maine. Pallotta Oil Co.
Portsmouth, N. H. Regan Coal Co.
Portsmouth, Va.

Armistead-Morrison Co.
Portsmouth, Va.

Chas. E. Russell Asso. Inc.
Poughkeepsie, N. Y.

Bridge City Oil Co. of Poughkeepsie, Inc.
Power Point, O. Cal Carney Gas Serv.
Princeton, N. J. Nassau Oil Co.

Quincy, Fla. F. L. Pittman
Racine, Wisc. Racine Oil Co.
Reading, O. Ohio Valley Petroleum Co.
Reading, Pa.

Reading Merchants Ice Co.
Red Bank, N. J. William A. Fluhr
Red Wing, Minn. Wilson Oil Co.

Rensselaer, N. Y. Baer's Oil Co.
Richmond, Ind. Shera Coal & Oil Co.
Richmond, Va. P. L. Farmer Inc.

Richmond, Va. Green Oil Corp.
Richmond, Va. Jenkins Oil Co.
Richmond, Va. Monarch Oil Co. Inc.
Richmond, Va.

W. E. Seaton & Sons Inc.
Richmond Hill, N. Y.

Centerville Coal & Oil Co.
Ridgefield, Conn. Casey Fuel
Roanoke, Va.

Andrews-Pitzer-Butler Fuel Oil Corp.
Rochester, N. Y.

Schwab Coal & Oil Co.
Rock Hill, S. C. White Oil Co. Inc.
Rock Island, Ill. Quality Fuel Co.

Rockland, Maine. Maritime Oil Co.
Rockwood, Pa.

Phillippe Farm & Auto Service
Royal Oak, Mich.

Guardian Fuel Oil Co.
Saginaw, Mich. McCormick Oil Co. Inc.
Saginaw, Mich.

Saginaw Ice & Coal Co.
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Smock, Pa. Center Gas & Oil Co.
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Southbridge Coal Co.
Southbury, Conn. Southbury Oil Co.
South Easton, Mass. J. O. Dean Co.

South Plainfield, N. J. A. Peluso & Son
Southport, Conn. Mackno Fuel Oil
South St. Paul, Minn.

Gustasen's Oil Co.
Spring Lake, N. J. Gilroy Fuel Co.
Stamford, Conn. Stamford Oil Co. Inc.

Stanhope, N. J.

K & W Lawn & Garden Spraying
Sterling, Mass. Jeffrey
Stillwater, Minn. Smith Oil Co.

Suffield, Conn.

Chas. R. Brome Oil & Gas
Suffolk, Va. W. P. Griffin
Swampscott, Mass. Briggs Coal Co.

Syracuse, N. Y. Southland Oil Co. Inc.
Tallahassee, Fla. Ralph E. Proctor Co.
Toledo, O. Reliance Oil Co.

Toledo, O. Urban Gradel Fuel Co.
Torrington, Conn.

Russo Bros. Coal & Oil Co.
Trenton, N. J. Mechanical Oil Co. Inc.

Trenton, N. J. Trenton Lehigh Coal Co.
Troy, N. Y. Super Service Oil Co.
Vineland, N. J. Cheli Oil Co.

Wakfield, Mass.

Curley Grain & Fuel Co.
Warwick, Va. Burcher's Fuel Oil
Waterbury, Conn.

The Barlow Bros. Co. Inc.
Waterbury, Conn.

William E. Wesson Inc.
Watertown, N. Y.

Bailey's Oil Burner Serv.
Watertown, N. Y.

Burdick Coal Co. Inc.
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Westbrook, Maine. B. G. Pride Co. Inc.

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Wethersfield, Conn. Mull Bros.
White Bear, Minn. Yadnais Oil Co.

Whitman, Mass.

Corsey's Oil & Heating Service
Williamsport, Pa. Richard J. Carey Co.

Williamantic, Conn. Julius Sussman
Wilmington, N. C. Fountain Bros. Inc.
Winchester, Mass.

Parker Lane Winn Co.
Winston Salem, N. C. Superior Oil Co.
Winston Salem, N. C.

Wall Coal & Oil Co.
Woodbridge, N. J. George's Oil Service
Worcester, Mass. Domestic Fuels, Inc.

Wyandotte, Mich. Inter-city Oil Co.
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SEND FOR \$1 TEST BOTTLE OF FERTILENE NOW!

For only \$1 (postage pre-paid) we will send you a 12-ounce test bottle of Fertylene concentrate... this is enough, when used as directed, to feed your house plants for a long, long time... and to make a revealing "patch test" on your lawn... you'll see how Fertylene supplies your house plants with life-giving plant food essentials... how Fertylene helps your plants grow stronger, healthier and more beautiful... you'll see from the "patch test" how your lawn can be made "a luxurious carpet of healthy grass"... enough evidence from this "patch test" to make you see the wisdom of calling in a Fertylene dealer for a complete "Fertylene treatment" for your lawn, trees and garden. Detailed directions are on each bottle. Send for your \$1 test bottle of Fertylene NOW!

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Gentlemen: Please send me _____ 12-oz. bottles of Fertylene concentrate at \$1 per bottle (postage prepaid). I enclose \$_____ in ☐ currency ☐ check ☐ money order.

NAME _____

ADDRESS _____

CITY _____ STATE _____

To ⁷/₆ million men
already using today's
new pressure
can lathers:



Williams Instant Lather now gives you a lather with the benefits of Lanolin built in!

For hundreds of years skin specialists have known that nothing in nature equals lanolin (found only in the wool of sheep), as a skin conditioner. *The softness, smoothness, and quick healing of the skin on woolhandlers' hands told them that.*

So efforts have long been made to blend lanolin into shaving preparations, so it could work its wonders on the inevitable "roughing up" your skin takes from even the sharpest razor. But no way could be found to combine *enough* pure lanolin with shaving cream ingredients to be effective.

Williams' discovery—Lanotrate²⁵ —revolutionized shaving

LANOTRATE²⁵ is the Williams name for its extract of lanolin which concentrates the magic skin-smoothing elements 25 times.

With this concentrated form of lanolin even a small amount of Williams Instant Lather carries enough lanolin to your face to smooth the way for your razor, and leave your face feeling softer, more

Money-saving offer!

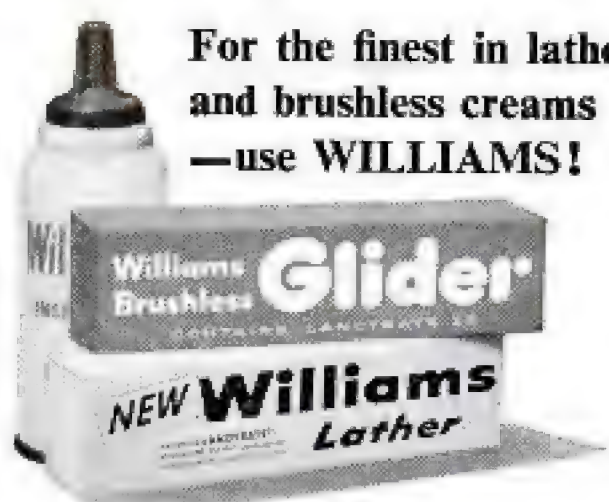


NOW! Because we want you to try it—this specially priced "twin-pack"—a half-year supply! While they last.

fit and supple, younger looking. Regular use of Williams Instant Lather with LANOTRATE²⁵ helps protect your skin against excessive dryness, daily blade scrape; yes, even against hot and cold weather conditions.

Start today to enjoy these skin-comforting benefits—enjoy at last a truly kind-to-your-skin shave.

For the finest in lather
and brushless creams
—use WILLIAMS!



LANOTRATE²⁵ is found exclusively in Williams Shaving Creams: Williams Instant Lather, Williams Luxury Lather and Williams Brushless Glider. The J. B. Williams Company, Glastonbury, Conn.

BIG TUG CONTINUED



COCKED-HATTED CAMERAMEN from Chicago newspapers threw selves into spirit of sorely vexed production by dressing up in extra costumes.



LIGHT BURDEN of cardboard globe is one-hand load for costumed actor on street. Metal rod running through it kept it from parting when pulled.



Another NEW BAKER'S COCOA Beauty!

La Belle Cocoa Cake

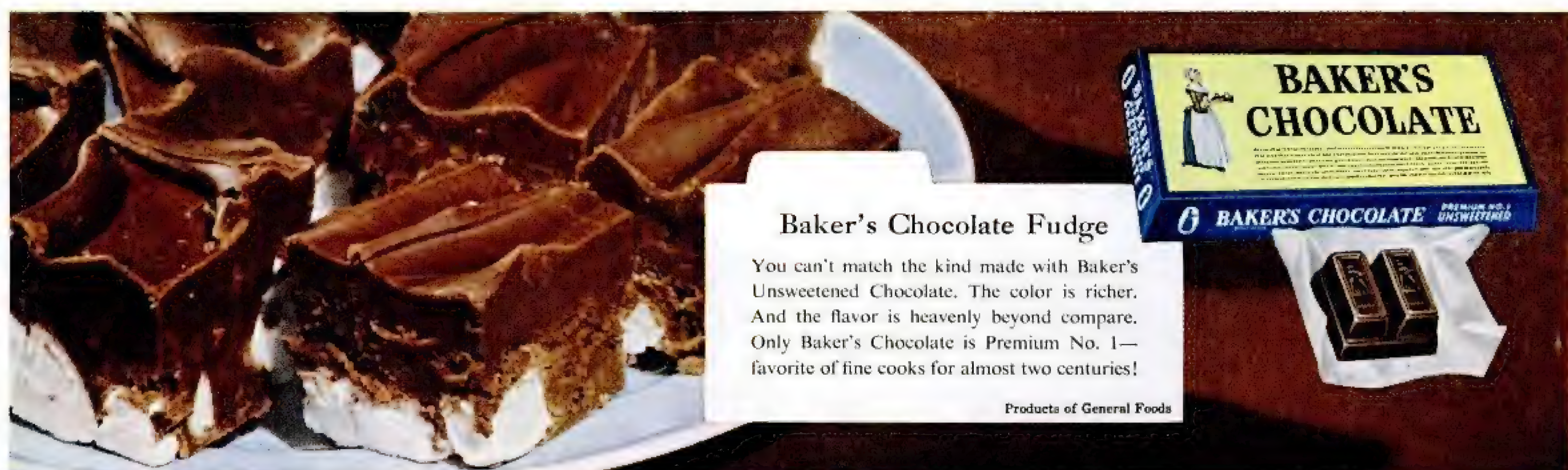
No Plain Jane cocoa *could* give you a cake like this! But New Baker's Cocoa is special! *It's Dutch-processed cocoa . . . richer, darker, fluffier . . . better for baking*, as more and more good cooks are discovering! Find out for yourself! Try the La Belle cake recipe on package, and frost it this delicious way:

- 2½ cups sifted confectioners' sugar
- ¼ teaspoon salt—¼ cup Baker's Cocoa
- ¼ cup butter or margarine
- ¼ cup hot milk—½ teaspoon vanilla

Sift dry ingredients. Cream butter, add part of sugar mixture gradually, mixing well. Add remaining sugar mixture alternately with milk, beating until smooth. Blend in vanilla. Makes 1½ cups of fluffy, Baker-rich frosting.

*Send for a FREE booklet of new, exciting recipes.
Baker's Cocoa, P. O. Box 50, New York 12, N. Y.*

Chocolate makes it good... Baker's makes it best!



Baker's Chocolate Fudge

You can't match the kind made with Baker's Unsweetened Chocolate. The color is richer. And the flavor is heavenly beyond compare. Only Baker's Chocolate is Premium No. 1—favorite of fine cooks for almost two centuries!

Products of General Foods



DRISCOLL—luxurious pile, with costly hand-carved look. Turquoise, Beige, Rose, Grey, Nutria, Green.



BEAUVAIS® offers you a wonderful choice of Florals, Leaves and Self-tones for your modern or traditional home.



ROYAL CORDAY®—today's popular ripple texture at its lushest best. Grey, Beige, Nutria, Green, Turquoise.

From all these beautiful Bigelows

*Lucille and
Desi Arnaz*

chose their
dream carpet



BIGELOW has such a wide and wonderful selection of beautiful carpets, it's easy to find the perfect one for your home. Mr. and Mrs. Arnaz discovered this when they bought their Bigelow dream carpet. And you'll discover it, too, when you visit your Bigelow retailer.

You'll find every color, texture and pattern you've ever dreamed of, right at your finger tips, on the new Bigelow Sample-Bar. So stop in at your Bigelow retailer's today. Let him help you select the "just right" carpet for your modern or traditional home.

This page will give you an inkling of all the beautiful, dutiful, value-packed carpets you'll see.

Which would you choose for your home?



COUNTY FAIR combines multicolor design with texture. Cocoa-gold-black (above); 6 other color combinations.



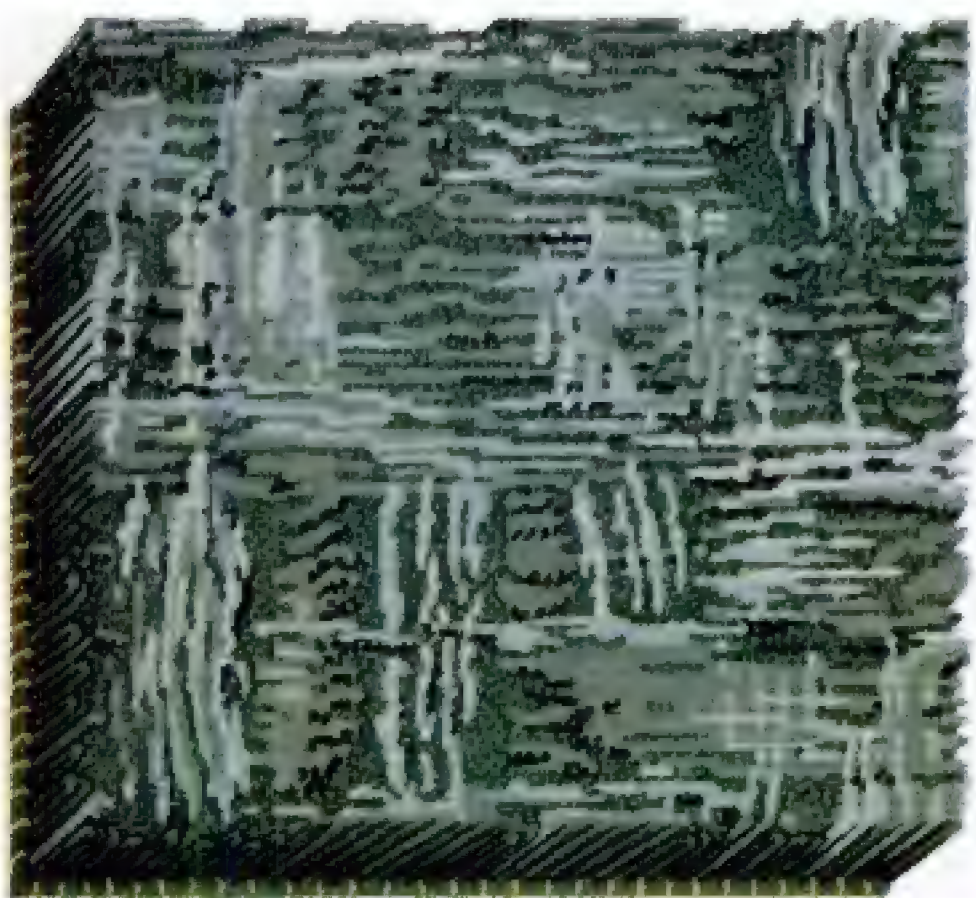
REXMERE—tight-twist loop pile in Blue, Beige, Grey, Gold, Red, Cocoa, Green, Turquoise, Rose.



CHAPEL HILL is famous for its high style at low cost. Your choice of Florals, Leaves, Self-tones.



SIBONEY is an elegant Wilton with 3-dimensional pile. Rose, Beige, Grey, Cinnamon, Nutria, Green.



BONNELLE is a new carpet design that features varying shades of a color. Green, Grey, Beige, Tan.



WAIKIKI is so deep and soft and luxurious. It's like a cloud underfoot. 12 gorgeous colors.



RADFORD is a handsome Wilton with thick, all-wool pile. Nutria, Beige, Turquoise, Rose, Grey, Cinnamon, Green.

"This is our new home"



"HERE'S OUR NEW DREAM HOME," say Mr. and Mrs. Arnaz. "It's nestled in the hills, near Palm Springs, California." The house is entirely new in design, made of native redwood, steel and heat resistant glass. The "Y" shape layout allows for a separate wing for the children, another for the bedrooms. And a third for living, dining and entertaining area.



"We're mighty proud of our beautiful Bigelow carpets"

Only the *best* would do for Mr. and Mrs. Arnaz's dream home, so they have Bigelow carpet throughout. "Our Bigelow broadloom really *makes* our home," smiles Mrs. Arnaz. "It's so soft and luxurious, I love Bigelow," she adds. And so will you.

Easy budget terms! Enjoy your Bigelow carpet while you pay for it on your Bigelow retailer's convenient budget terms. Just a small down payment delivers the carpet to your home.



Bigelow

Number 1 name in Carpets



For People of Inherent Good Taste

Inherent good taste makes no compromise with quality; nor does the House of Glenmore. Quite naturally, then, a bond of friendship has grown between Glenmore products and people of good taste — a bond that reaches over three generations, during which the family that founded and today still owns

Glenmore has never relaxed its standards of perfection.

Thus when you pay a little extra for Whiskies by Glenmore, you receive in return a quality that is actually priceless: the heritage of good taste, most appreciated by those who possess it themselves.

GLENMORE DISTILLERIES Company • Louisville, Kentucky
"Where Perfection of Product is Tradition"



For Your Considered Selection

KENTUCKY TAVERN — Finest premium sour mash whiskey. Kentucky Straight Bourbon Bottled in Bond — 100 Proof.

GLENMORE — Superb bourbon, rich in flavor. Straight Bourbon Whiskey 86 or 90 Proof.

OLD THOMPSON — "Wed-in-the-Wood" blended whiskey. 37½% straight whiskeys, 4 years or more old; 62½% grain neutral spirits 86.8 Proof.

BIG BURP MAKES ILL WELL WELL



TREATMENT is given by Ross Harper and Frank Ballow on farm at Levan, Utah. They toss in blocks of dry ice.



WELL COUGHS UP A CUSTARDLIKE FROTH OF CARBONATED WATER AND CLAY AND THE WELL DOCTORS START TO RUN

Water gushes after dry ice therapy

To get water, men have fought wars, performed rain dances, seeded clouds. Now they burp wells. This method, being more and more widely used in the West, involves creating a sort of gastric disturbance in the clay-clogged innards of an unproductive well. First, the shaft is dosed with water containing chemical wetting agents. Next, the casing is welded shut and air is pumped in to force the chemicals into clay that has blocked water-carrying strata. Finally, the cap is removed and hundreds of pounds of dry ice dropped in. This expands to gaseous carbon dioxide, forcing water and loosened clay up in a huge, unfastidious belch. Westerners figure the cost of about \$400 is little enough for curing a sick well.

RECOVERY is spectacular as the unclogged well shoots water 125 feet upward. Well now flows better than ever.



SAVE
THE
COST
OF
ALL
THESE
WITH



With Dow latex and sturdy alkyd-resin, Luminall Paints apply easier, bind tighter, go farther and look richer! Primer and sealer built-in for amazing one-coat coverage on walls, ceilings and trim. Scrubbable, satiny finish! Dries in 20 minutes! No fumes, fuss or messy clean-up problem. Nonflammable! The easiest paints to apply with brush, roller or spray!

For free color chart write Dept. 40, Luminall Paints, 3617 South May Street, Chicago 9, Illinois

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Millions of Happy Users Know the LUMINALL
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NO FINER TIRE IN THE WORLD



the new Atlas Premium Tire with miracle **VIPRENE**
safest, longest-wearing tread material

Here at last is a tire which will safely accommodate *all* the automobile horsepower you will ever use for turnpike or modern highway driving.

It's the amazing Atlas Premium Tire — made possible only by the development of an entirely new, incredibly tough tread material, VIPRENE.

PREMIUM SAFETY AND MILEAGE. Thanks to the exceptional wearing qualities of VIPRENE, premium *mileage* has been accomplished without increasing tread depth above normal. Thanks to VIPRENE, premium *safety* has been secured by reducing the dangers of excessive heat build-up — the greatest of all tire-killers. The Atlas Premium is as blowout-resistant as any tire can be made.

1,000 MILES AT 100 M. P. H. In grueling high-speed tests, Atlas Premium Tires were inflated normally and driven continuously at 100 M.P.H. around a 2-mile circular track surfaced with abrasive pavement. After 1,000 miles they were still going strong, with-

out a single failure. Under the same conditions, cars equipped with other premium tires failed to complete even 100 miles without at least one tire failure.

WINNER IN TESTS BY 10 TO 1. Of course, *you* won't drive that fast, but it's good to know that the tires you and your family ride on have this extra margin of safety and outlast other premium tires in high-speed tests by better than 10 to 1.

GUARANTEED FOR 2 YEARS. The new Atlas Premium is a remarkably handsome tire, clean and sleek, with the famous wide, flat Atlas tread that puts more rubber on the road for extra mileage and traction. It's the tubeless tire that's guaranteed in writing for two years. Ask your local Atlas dealer.

ATLAS TUBELESS CUSHIONAIRE TIRE. *The same engineering skill which produced the superb Premium Tire is also responsible for the Atlas Cushionaire — now available tubeless as well as with tube. Both styles are sold and guaranteed by 38,000 Atlas dealers in the U. S. and Canada.*

ATLAS PREMIUM TIRE

The only tire as advanced as today's most advanced cars

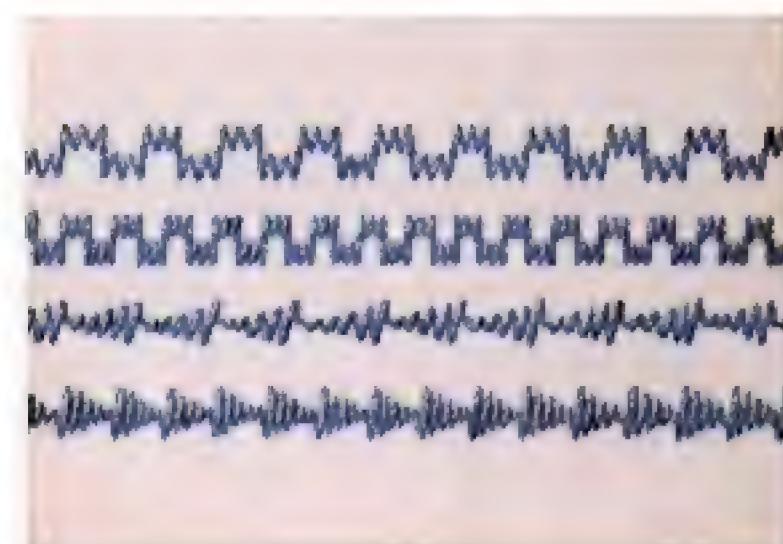


ATLAS TIRES

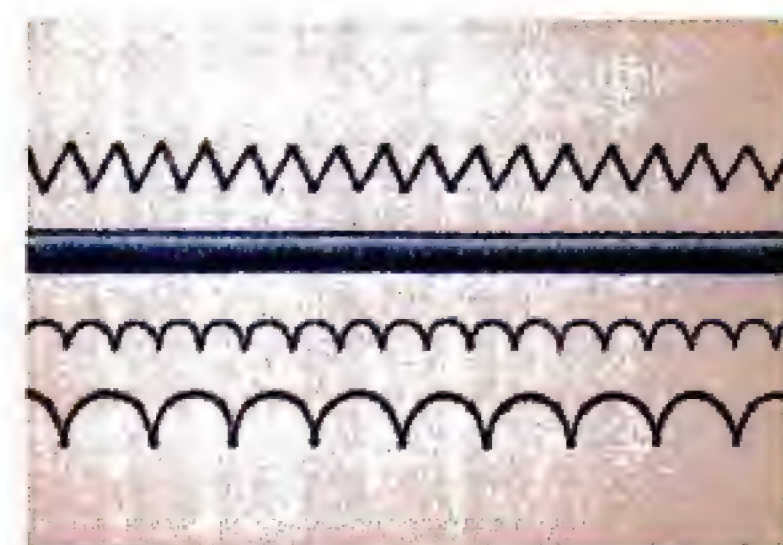
**BATTERIES
ACCESSORIES**



Put this on your **SINGER**
 ...and do decorative stitching
automatically!



Fancy stitches. Arrowheads, dominoes—fascinating designs! The Automatic Zigzagger makes them as simple to do as straight sewing. Lovely for borders, trim monograms, decorating children's clothes and table linens.



Finishing stitches. Zigzag, blind-stitch—a whole variety! So useful for expert mending, appliquéing, overcasting seams, hemming. Do them all automatically—on your SINGER* Sewing Machine—with the amazing new Zigzagger!

It's the astounding new AUTOMATIC ZIGZAGGER!

WONDER of wonders! Now SINGER brings you an invention that lets a straight-stitching SINGER perform like an automatic zigzag machine.

It's the astounding new Automatic Zigzagger. Fits any Slant-Needle*—and most Straight-Needle SINGER models, cabinet or portable.

Goes on in a jiffy. Comes with a set of "Stitch Patterns," each marked with the design it produces. Turns out literally *dozens* of decorative stitch variations—from arrowheads to zigzagging—*automatically*.

See the Automatic Zigzagger... exclusive, patented

... available only at your SINGER SEWING CENTER, listed in the phone book under SINGER SEWING MACHINE COMPANY.

Discover how you can enjoy automatic zigzag sewing... not only with the fabulous SINGER Automatic Machine... but *now* with a variety of Straight or Slant-Needle models *and* this new Zigzagger.

Only at **SINGER**... Only \$14⁹⁵

S* **SINGER SEWING CENTERS**





PARKED IN THE SUN IN THEIR TWIN STROLLERS, CARL AND EVELLEN FORM A TEARFUL RECEIVING LINE FOR GUESTS. RIBBONS IDENTIFY THEM AS THE HOSTS

Trying Time at Twins' Treat

TWOSOMES AND THREESOMES CROWD A BIRTHDAY PARTY IN MIAMI

To parents the birthday of a set of twins is naturally twice as important as an ordinary single birthday. When the Thompson twins, Carl and Evellen of Miami, reached a first birthday their parents issued an open invitation to the city's twins to come to an outdoor party in Crandon Park. About a hundred pairs of twins and three sets of triplets showed up. There were plenty of refreshments, prizes of twin chickens, ducks,

parakeets and rabbits and a great deal of confusion. The games planned proved impossible to play because of the wide age range of the guests. A pair of 29-year-olds arrived but hastily left when they realized they were out of their class. One mother, looking at the twins in turmoil, told Mrs. Penny Thompson, "I had thought of something like this, but didn't have the nerve. After seeing this party, I still don't have the nerve."

ARRIVING IN IDENTICAL DRESS, GRACE AND GRETTE HAMMARSTROM, 6-YEAR-OLD GUESTS, SMILE TO SHOW THAT THEY LOOK ALIKE EVEN TO MISSING TEETH



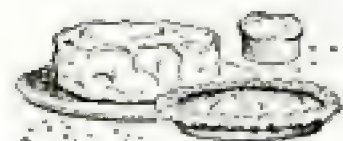
Get your whole dinner ready at once!

RCA Estate Ranges

GAS OR ELECTRIC



Grill



Bake



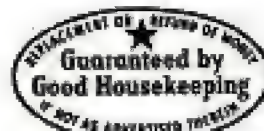
Barbecue . . .

ALL AT ONCE!

Yes, on your new RCA Estate you grill . . . no greasy foods . . . no frying pans to scour! You bake fine pastries in the Balanced Heat Bake Oven with perfect results. *At the same time* you do the roast or fowl in the Bar-B-Kewer Meat Oven. Delicious "charcoal-done" flavor with more juice retained in the meat! An RCA Estate Range gets everything ready at once—and just the way you love to serve it.

The one-piece top and Dispos-a-Bowls make RCA Estate the easiest-to-clean ranges. And they'll be a joy to see for years to come. The chrome-trimmed mantel back is aqua-gray in gas models and copper tone in electric models. These are surely the ranges to make your meals a joy to cook—a joy to eat!

Gas model 130CPA, shown above, grills, bakes, barbecues all at once!
Cooks automatically! All gas models for City or LP (Bottled) gas.



THE MOST COMPLETELY AUTOMATIC RANGES EVER!

There's the new "Thermo-trol" on the griddle (and fifth top burner or unit) on gas and electric models. It automatically maintains your selected temperature. There's the exclusive RCA Estate

"Leisure-Stat" on Electric Models 196 and 176—the first automatic time and heat control on a top unit. Then, there's the automatic on-off oven control on a variety of RCA Estate models.

See the 16 new RCA Estate Ranges—
30-inch Space Kings and
40-inch full-size—
with prices as low as
\$169⁹⁵
Suggested list price shown



Famous for the finest in
TV, radio, recorded music, ranges,
air conditioning.



RADIO CORPORATION of AMERICA

TWINS' TREAT CONTINUED



HOSTS' TEARS VANISH when refreshment time comes. While Evellen samples birthday cake icing with a finger, Carl digs in gravely with both hands.



GOO SPREADS as the little hostess absently follows her brother's example. They managed to leave enough from the two cakes to feed their hungry guests.

CONTINUED ON PAGE 86



Your voice of wisdom says **SMOKE KENT**



Your voice of pleasure says **ENJOY KENT**

The more brands of filter cigarettes that are introduced—the more experiments with filters—the clearer is the difference in KENT. With your very first carton of KENTS, you'll enjoy—

1. The *real* assurance you can only get with KENT's Micronite Filter.
2. KENT's light, fine tobacco flavor that *stays fresh-tasting*, cigarette after cigarette.

For KENT's filtering material is not just cotton, paper or cellulose (which are used by all other filter cigarettes). KENT's material was developed by scientists and *is recommended* by scientists for places where filter effectiveness is absolutely vital.

Why not discover why KENT with the Micronite Filter is the best filter cigarette you can buy. *Particularly now—*

There is a difference in KENT . . . buy a carton and see!



KENT and *only* KENT has the MICRONITE FILTER . . . the filter that takes out even microscopic particles.

"KENT" AND "MICRONITE" ARE REGISTERED TRADEMARKS OF P. LORILLARD COMPANY.

Preview of Hamilton's newest watches

At right, the Carolyn. Graceful as a waltz, its gleaming 14K gold case is afire with reflected light. (Note how "Cordette"—indicated by arrows—tastefully echoes the watch motif.) At left, the Baxter; styled to make a man proud as a peacock. It has Hamilton's exclusive "CUSHION BALANCE" that helps absorb the bumps and jolts an active man gives his watch. Your jeweler has both these new Hamiltons *now*.

IT MEANS SO MUCH MORE

TO GIVE—OR GET—A



BAXTER, \$65.00
CAROLYN, \$72.50

Prices include Federal tax.

Hamilton offers a complete selection of fine watches, including beautiful Hamilton Illinois models, priced from \$33.95.

TWINS' TREAT CONTINUED



DOUBLE TWINS of the Hendrickson family showed up, 12-year-old Bobbie (left) and Billy lugging their 8-month-old brothers, John (left) and Donn.

Laura Mae
Life

Blouse washes like a Hanky!

You don't
need money
to look like this

... A million dollars worth of cool devastation in Laura Mae Life's convertible blouse of exclusive, breeze-catching "Skip-Dent"... fine combed cotton that alternates bands of semi-sheer with colorful woven satin stripes. Colors: white with woven stripes of blue, pink, or beige. Sizes 30 to 38. At leading stores, **2.98** or write to M. Serman & Co., Inc., 1407 Broadway, New York 18, N. Y.



TWO TRIPLET SETS met at the party—16-year-old Elaine, Ernest and Ellen Luhn and the 4-month-old McCusker babies, Nancy, Thomas and Robert.

'tain't funny, McGee



Now isn't that just like a man? Trying to get a laugh out of you in spite of the fact that more families (including yours!) ran out of Kellogg's Corn Flakes this morning than any other cereal. Unfortunately, that happens every morning. Reason is this great, good grain food just naturally tastes best to more people. Always has, still does. Only way to get the last laugh is to pick up a spare package of Kellogg's Corn Flakes every time you buy any cereal of any kind!

FRESH FROM

Kellogg's

OF BATTLE CREEK



REMINDER: Running low at your house? Better get a spare.



ALL OVER THE MAP

bourbon experts are praising this lighter, milder, lower-priced 86 proof Kentucky bourbon

OLD TAYLOR 86

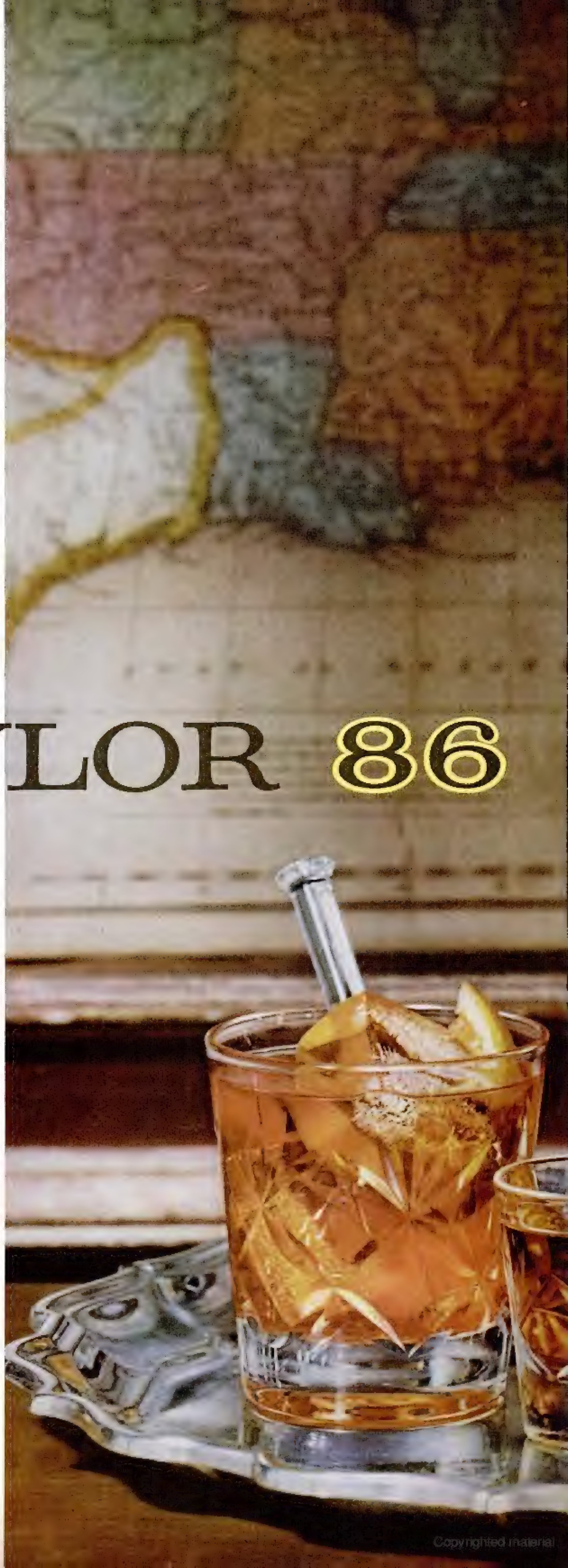
NEVER did a whiskey make so many friends so fast!

Starting only a few months ago, we introduced OLD TAYLOR 86 state by state, in regions where bourbon has long been the favorite whiskey—in the South, Midwest, Pacific Coast—and now the verdict is in.

"It's a truly great straight whiskey," bourbon fanciers agree, "worthy in every way of the OLD TAYLOR name—mellow, mild, friendly and light. It's bourbon you can be proud to serve anyone!"

You'll like lighter, milder OLD TAYLOR 86—and you'll like its price, too. It's now available everywhere. Try it!

THE OLD TAYLOR DISTILLERY CO., FRANKFORT & LOUISVILLE, KY.





EACH THE FINEST OF ITS KIND

"The Noblest Bourbon of Them All"



OLD TAYLOR 86 PROOF

KENTUCKY STRAIGHT
BOURBON WHISKEY
—lighter, milder, lower-priced,
yet rich in true bourbon flavor.

OLD TAYLOR 100 PROOF

KENTUCKY STRAIGHT
BOURBON WHISKEY
—full-bodied, world-famous,
bottled in bond.

Hollywood's favorite
**Lustre-Creme
 Shampoo...**



Cream or Lotion

"Yes, I use Lustre-Creme Shampoo," says Jane Wyman. It's the favorite beauty shampoo of 4 out of 5 top Hollywood movie stars!

It never dries your hair! Lustre-Creme Shampoo is blessed with lanolin . . . foams into instant, rich lather, even in hardest water . . . leaves hair wonderfully easy to manage.

It beautifies! For star-bright, satin-soft, fragrantly clean hair—without special after-rinses—choose the shampoo of America's most glamorous women. Use the favorite of Hollywood movie stars—Lustre-Creme Shampoo.

Never Dries— it Beautifies!

Jane Wyman

co-starring in "LUCY GALLANT"

A Paramount Picture
 in VistaVision.
 Color by Technicolor.





SIMPLICITY of Mainbocher's designs shows in a striped cotton (*left*) and slim linen which are both trimmed in self fabric. The models' smooth hairdos, careless arrangement of pearls and their spotless white gloves carry out the ideal Mainbocher look.

DESIGNER Mainbocher works in studio. Chart shows swatch from each number in the collection, name of tailor and model. Born Main R. Bocher in Chicago, he went to Paris in World War I, stayed to become editor of French *Vogue*, later a couturier.

THE LASTING LOOK AT MAINBOCHER

"No one ever whistles at a Mainbocher dress," commented an observer once trying to define the clothes of Mainbocher, the highly undramatic, highly expensive and highly successful New York couturier. Since Mainbocher's clients include the Duchess of Windsor, Mrs. Alfred G. Vanderbilt and Mary Martin, the Chicago-born, Paris-trained designer can still be certain that people take a long second look at his clothes.

As Paris again introduced dramatic silhouette changes (*LIFE*, March 7), Mainbocher

calmly continued his theory of fashionable dress: trim waistlines, small collars, unostentatious use of expensive fabrics. In his quiet way Mainbocher has inaugurated some notable new styles (*p.* 92), and though his designs are not bought for copying, as French styles are, they influence fashion through the women who wear them. His prices have risen since the war, now range from \$700 to \$1,500. Customers may complain, but they invariably come back for the understated Mainbocher look, which is as timeless as any sound investment (*p.* 96).

CONTINUED ON NEXT PAGE



Lose Pounds...

*without
dieting
or hunger*



"Lose your excess pounds easily, the safe, healthful AYDS way! I personally recommend AYDS."
...says *Mrs. Bob Hope*

**Doctors Prove Ayds Best and Safest in Tests
on 240 Overweight Women and Men!**

Ayds users lose almost twice as many pounds!

In a well-known New England clinic, doctors tested four different reducing methods: bulk wafers, lozenges, pills—and modern AYDS. The 240 men and women who participated were tested under carefully controlled clinical conditions. Those who took AYDS averaged the greatest weight loss—almost twice as many pounds as the second product! Not only that—the people who took AYDS had no nervousness, sleeplessness, or unpleasant "side effects"! An actual reprint of this Medical Report will be sent to your physician at his request. He should write: CAMPANA, Box MD, Batavia, Illinois.

No Drugs or Diet—No "Hunger Pangs"!
It's easy! With AYDS, you lose weight the way Nature intended you to. Taken before meals as directed, this delicious low-calorie *candy*—enriched with health-giving vitamins and minerals—curbs your craving for fattening foods. Yet you eat all you want. "Hunger pangs" don't bother you! You *automatically* eat less and lose weight naturally, safely, quickly.

Guaranteed to Work for You!

Many AYDS users—with their very first box—happily report losing up to ten pounds or more. In fact, with the easy AYDS Reducing Plan, you must lose weight with your first box (\$2.98), or your money back. At all leading drug and department stores.

Take Ayds...first aid for overweight!



A Campana Product



Like her famous husband, Mrs. Hope loves golf. She says, "I recommend AYDS to every woman who wants to reduce and have a lovely figure."

MAINBOCHER CONTINUED



PRINTED JACKET LINING, a Mainbocher innovation, was introduced in 30s. Here it matches blouse of suit.



DECORATED CASHMERE SWEATER, another Mainbocher introduction, is made into waist-length jacket worn over cotton print afternoon dress.



TAILORED EVENING COAT first shown by Mainbocher 15 years ago appears in wool version for cocktails.

CONTINUED ON PAGE 95



FROM THE WORLD-FAMOUS NASH-HEALEY SPORTS CAR (LEFT) COME THE SWIFT LINES AND DISTINCTLY DIFFERENT STYLING OF THE NEW NASH.

NEW NASH STEALS MARCH ON "DREAM CARS"

With all the "future dream cars" on display, more and more automotive experts agree that the 1955 Nash has stolen a march on the industry.

Today's Nash has one "dream car" feature after another, from inboard headlights to reverse rear pillars, from high air intake to unitized construction. In particular, Nash offers 7 revolutionary motoring features that every car must someday have.

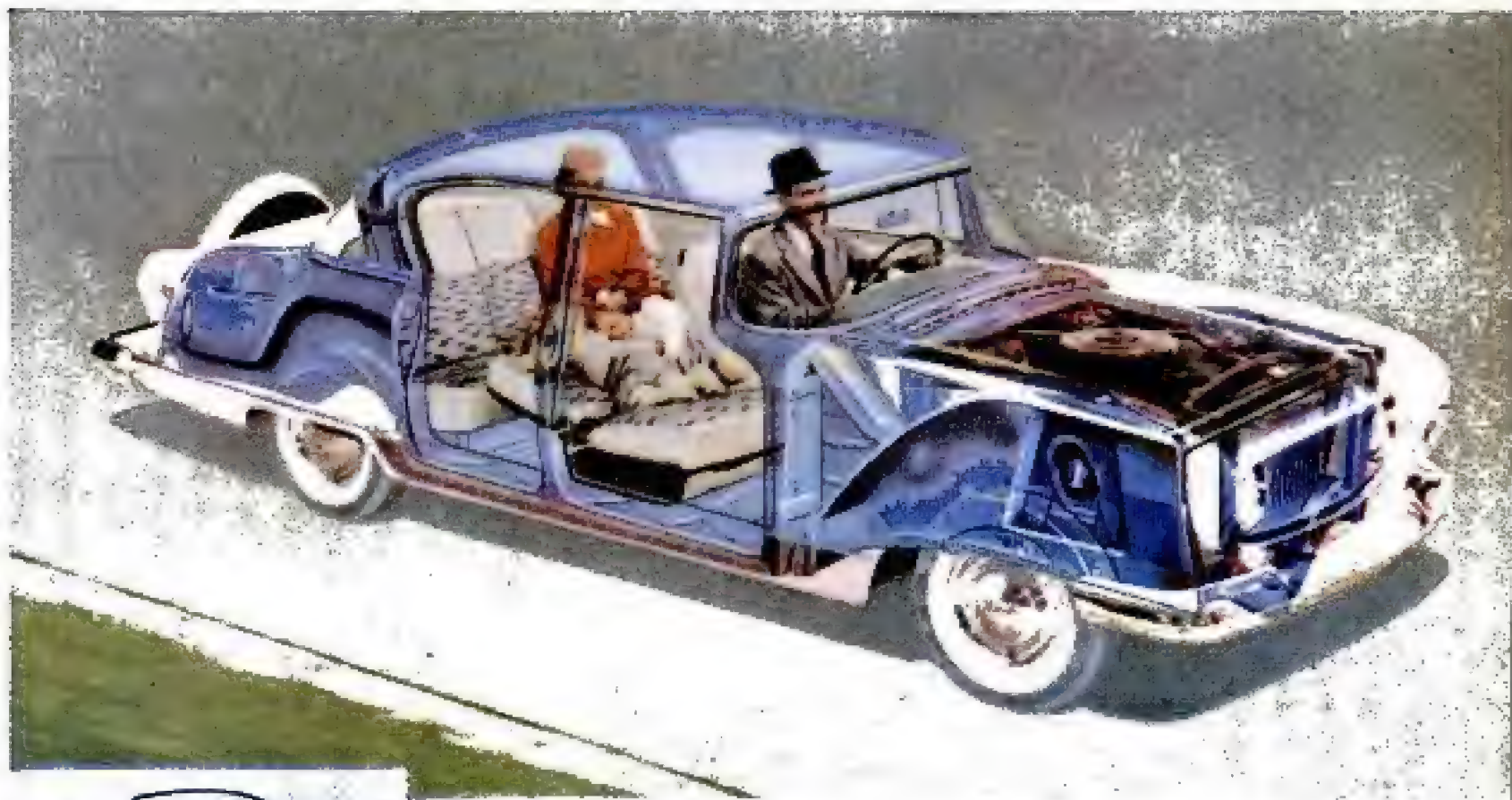
Different from others, Nash is built like a luxurious "streamlined train," rides like it, holds the road like it. The answer is new *double* strength all-welded unit construction. Inside are Airliner Reclining Seats, widest in industry, sleeping facilities, sweeping visibility—and every breath of air is filtered, freshened, heated or refrigerated as required.

Other firsts for Nash are new 208 H.P. Jetfire V-8 engine with Twin Ultramatic Drive in the Nash Ambassador, Scena-Ramic windshield, night-piercing headlights, new Hi-Fi twin speaker radio reception—and gasoline economy that means savings of millions a year to new Nash owners.

Why wait years for "dream cars"? Nash dealers have them now in the new Nash Ambassador and Statesman. Products of American Motors.

NASH MOTORS DIVISION, Detroit 32, Michigan

See "Disneyland"—big TV hit for all the family over ABC Network.



Old Way

FAR ADVANCED over old-type separate body and frame (at left), in Nash the *double* strength of the *single*, all-welded unit extends structural girders around passengers and engine. Far safer... free of body-bolt rattles... adds "second lifetime" value to every Nash, new or used.



FORGET THE WEATHER! New All-Season Air Conditioning* cools you faster in summer, warms you faster in winter, filters dust and pollen, yet costs hundreds of dollars less than cooling systems in other cars. *Patents applied for.



NEW SHORTER TURNING radius and incredibly easier handling, with new ball-and-needle bearing steering, make Nash a joy to drive even in heavy traffic. (Power options include power brakes, power windows, power steering. Four transmissions available.)



IMAGINE A CHAISE LONGUE in a car! It's one of many ways Airliner Reclining Seats make travel more comfortable. Driver can change posture to relax muscles, children can nap on schedule. For hunting, fishing, vacation trips, seats become Twin Travel Beds.



NEW DEEP COIL RIDE floats you over railroad ties without a quiver. Nash springs are longer than old-style springs, have 3 times the cushioning effect. Braced out like "Sea Legs" they reduce sway on curves.

New Party-Brew!



So smooth—so different!

Looks inviting...tastes exciting!

Mmm—wait until you taste it! Smooth, sparkling Country Club Malt Liquor . . . far more refreshing than *any* brew you have ever tasted.

It's so *different*! Ideal for those "special" occasions. Wonderful when you want to add a new note of hospitality to *any* get-together!

Serve Country Club Malt Liquor, clear and cold, from its distinctive container . . . and just watch this bright-spirited brew bring extra zest and enjoyment to *your* next party!

M. K. Goetz Brewing Company, Kansas City—St. Joseph, Missouri

SINCE 1859... BREWERS OF MELLOW COUNTRY CLUB BEER

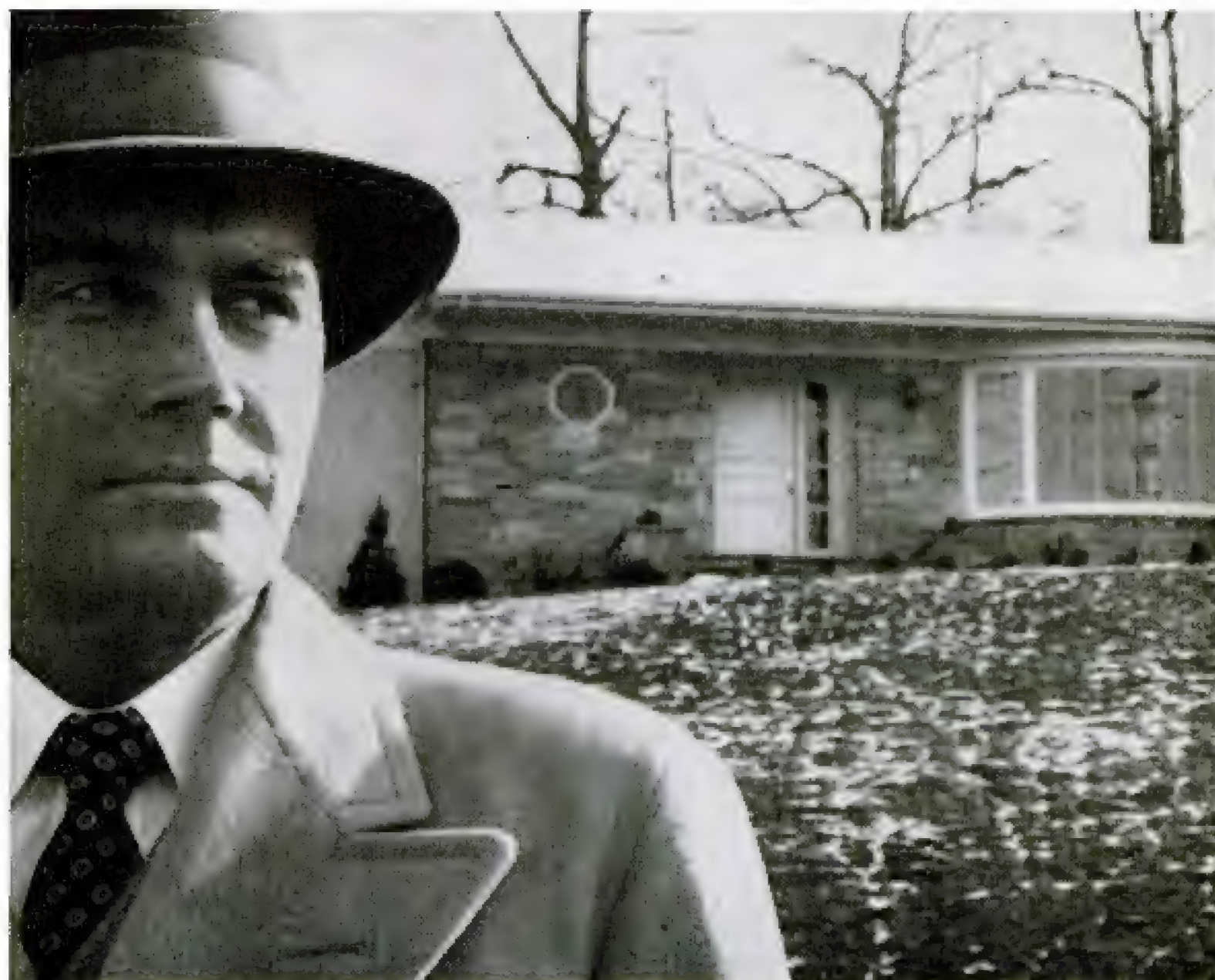




BASIC DRESS AT MAINBOCHER, the first couturier to show an outfit with accessory switches, is slim evening style shown in designer's rococo living room. Worn here with separate fringed overskirt, it can also be had with wide tulle skirt. Though Paris goes in heavily for bouffant ballgowns, Mainbocher has only one in collection. The other 11 evening gowns are all slim.

CONTINUED ON NEXT PAGE

Important news if you have a mortgage on your home!



YOUR home means more to your family than just a roof over their heads. It's the place where you share your lives together. In a way, it's the heart of your family.

But what if something happened to you? Would your family have to bear the loss of their home, too?

Fortunately, the worry of an unpaid mortgage can be dismissed once and for all by a talk with your Travelers agent.

He'll show you how a Travelers

Mortgage Insurance Plan makes *sure* the money is available to pay off the mortgage on your home—even though you're not on hand to meet the monthly payments.

Travelers Mortgage Plans are flexible and can be arranged to fit your individual family requirements.

Call your Travelers man for full details of Travelers Mortgage insurance. Or, if you'd like more information on this subject, fill in and mail the coupon below.

ONE OF THE LEADING LIFE INSURANCE COMPANIES

THE TRAVELERS

HARTFORD 15, CONNECTICUT



All forms of personal and business insurance including Life • Accident • Group • Automobile • Casualty • Fire

Please send me further information about Travelers Mortgage insurance.

NAME.....

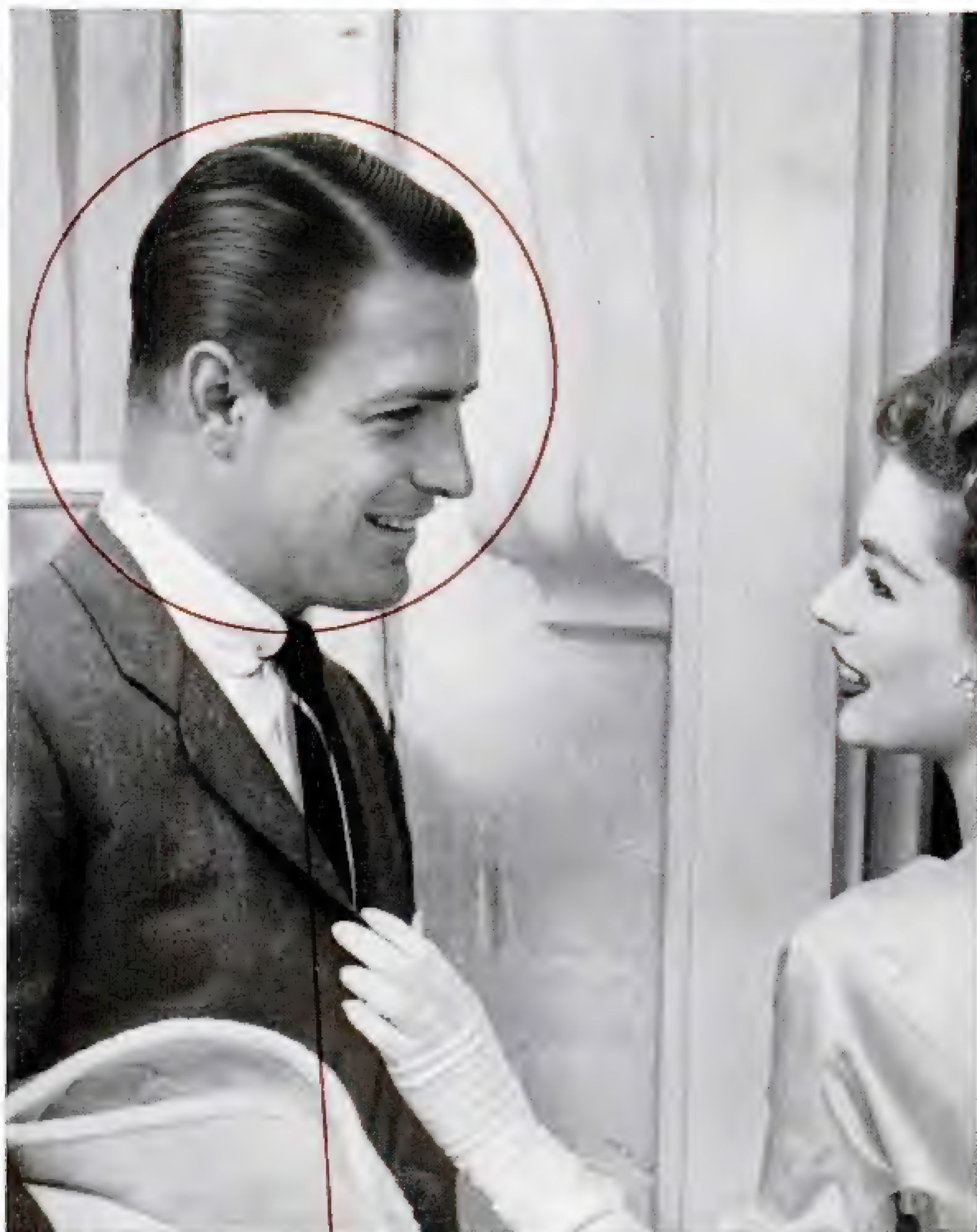
STREET.....

CITY.....

STATE.....

L-4-18

THE **SMART LOOK** IS THE **BRYLCREEM** LOOK!



Instantly, Brylcreem improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy; keeps your hair in place all day, looking soft and natural.

Brylcreem also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

the world's largest selling hair-dressing



the rich cream that's

Not Greasy - Not Messy!

MAINBOCHER CONTINUED

IN FASHION FOR 19 YEARS



IN 1946 New York's Mrs. Julien Chaqueneau (*left*) posed for LIFE (May 20, 1946) in silver and gold brocade gown which she had purchased for \$600 from Mainbocher in 1936, was still wearing regularly.

IN 1955 Mrs. Chaqueneau poses in same gown (*below*) which is now 19 years old and still elegant. Since it is the owner's favorite dress, she treats it like a cherished antique, wears it only at Christmas.





**New easy thrifty way
to "cream" your coffee!**

PREAM



SALLY ROSS,
Pream Home Economist, says

**"PREAM MAKES YOUR
'EVERYDAY' COOKING
FASTER, MORE DELICIOUS!"**

FOR FLUFFIER MASHED POTATOES

Make luscious, feather-light
mashed potatoes every time —
with Pream.



FOR RICHER CREAM SOUP

For creamier flavor, add 3
or 4 tablespoons of Pream
to your favorite soup.



FOR SMOOTHER CREAM SAUCE

Easiest way yet to make
this basic sauce perfectly
—no lumps with Pream!



**100% DAIRY PRODUCT IN
INSTANT POWDERED FORM**

Rich and delicious! Made entirely
from fresh sweet cream and
other milk products. Nothing added!

Never sours! Never "turns"! When
opened for regular use, Pream
stays fresh tasting to the last
spoonful. Keep handy in cupboard
or refrigerator.

So economical! Costs about $\frac{1}{3}$ less
per serving than coffee cream!

Less calories! Only about half as many
calories as if you used coffee cream.

Instant dissolving! Put Pream on top
of your cup of hot coffee or tea.
Stir and enjoy! Get Pream today!

The new way
to "cream" it
is to **Pream** it!



**Send for FREE
Recipe Folder**

Whip up richer, creamier
gravy, quick no-cook frosting
—so many sure-success
recipes in no time at all with the
new dairy miracle—Pream!
The new Pream Folder has
these and lots more wonder-
ful recipes—just mail this
coupon for your copy!

TO: Sally Ross, Pream Test Kitchen
Box 959-A, Columbus 16, Ohio

Please send me FREE Pream Recipe Folder.

Name _____

Street _____

City _____ Zone _____

State _____

©1955, M&R Dietetic Laboratories, Inc.,
Columbus 16, Ohio

Pream is available also in the Dominion of Canada, Alaska, and Hawaii.

Now—watch your gas

Brand NEW!

**A gasoline at regular price
that gives you
more miles per gallon!**



Here's the best gasoline news in years—a new gasoline at *regular price* that gives you *more miles per gallon* . . . with better performance than ever!

It's new Mobilgas with Mobil Power Compound!

Now, new Mobilgas with higher octane gives you new, thrilling performance—*more miles per gallon*.

New Mobilgas contains Mobil Power Compound—a combination of three important gas-saving additives.

1. The first of the additives in new Mobilgas saves by controlling pre-ignition and spark plug mis-firing.

NEW Mobilgas

SOCONY-VACUUM OIL COMPANY, INC., and Affiliates; MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION

needle move more slowly—



2. The second saves you gasoline by eliminating stalling due to carburetor icing.

3. The third additive saves by checking engine-formed gum, keeping carburetor and entire fuel system clear.

The combined result is remarkable performance and exceptional economy from a *regular priced* gasoline. *Performance* you can feel at the touch of the accelerator. *Economy* you can see as you watch the gas gauge needle move more slowly!

If your car runs well on regular, try this new gasoline. Prove to yourself how much better it runs on new Mobilgas—how much it saves you. Try it *today!* You'll agree this is the gas for YOU.

**Mobilgas—the famous
Economy Run Gasoline
—gives you greater
economy than ever!**

with Mobil Power Compound

IF YOU CAN BRUSH AFTER MEALS, THAT'S BEST—IF NOT

Here's a toothpaste for people who can't brush after every meal



***JUST ONE BRUSHING
destroys decay- and
odor-causing bacteria!***

***Can't brush after every meal? One Gleem brushing
destroys most decay bacteria!***

If you, like most busy people, can't brush after every meal, use Procter & Gamble's new Gleem with GL-70. Just one Gleem brushing destroys up to 90% of bacteria (major cause of tooth decay) and *wipes out their enzymes!* Only Gleem has GL-70 to fight decay . . . helps stop decay action with each brushing.

**Only Procter & Gamble's new
GLEEM has 
new cleaner and decay fighter!**



Mouth stays fresh all day with one Gleem brushing!

Just brushing before breakfast with Gleem gives most people *all day* protection against mouth odor. Scientific tests prove brushing with pure, white Gleem stops most unpleasant mouth odor so effectively the mouth stays fresh *the whole day!*

Kids just love Gleem's taste!

Proved by flavor tests! Youngsters say new Gleem's breezy flavor is swell! So it's easy to get them to use Gleem regularly. And for children, regular after-meal brushing is the only *proven* way to reduce tooth decay. Let Gleem help *your* child fight decay!



ONLY GLEEM has GL-70 . . . GLEEM fights decay by getting at the cause!



FROM HIS POOL, SPLASH THE PORPOISE EYES MUGGSY THE TERRIER WHO STANDS TREMBLING ON THE DOCK, READY TO LEAP INTO THE WATER AFTER HIM

MUGGSY'S MANIA

Dog is devoted to pursuing a porpoise

Stepper's Gallant Prince II, called Muggsy, is a well-bred Boston terrier with a magnificent obsession—the pursuit of a porpoise named Splash. Owned by Phelps McKenney, manager of an aquarium called The Theater of the Sea on the Florida Keys, Muggsy's monomania emerged last month as he watched McKenney's son swimming with Splash in the Theater pool. Barking excitedly, Muggsy leapt in and took off after the porpoise. Splash lured him on, carefully eluding him, until the dog was taken from the pool, whining and shivering.

Now, each time he visits the Theater, Muggsy leaps to his futile quest. Sometimes Splash swims around him in circles, as if teasing him. Sometimes he surfaces behind the dog and waits to be discovered. Always Splash is just out of reach. "I don't know what Muggsy would do if he ever caught Splash," says McKenney, "and I don't think Muggsy knows either."



AS MUGGSY HITS THE WATER, SPLASH DISAPPEARS IN A FLASH →

**NOW REMOVE
DANDRUFF...
BRIGHTEN YOUR
HAIR UP TO 35%**
with the very first shampooing!



A SINGLE SHAMPOOING with new milder Fitch Dandruff Remover Shampoo will brighten your hair up to 35% ...remove loose dandruff and recondition hair at the same time.



FOR CLEANER SCALP, dandruff-free hair, use Fitch Dandruff Remover Shampoo. The only shampoo *guaranteed* to remove ugly dandruff with just *one* lathering or money back.

**Only FITCH guarantees
cleaner, brighter hair...
free of ugly dandruff!**

Think of it! Scientific "Reflectance" tests prove new milder Fitch Dandruff Remover Shampoo brightens hair up to 35%! Yes, brightens hair up to 35%—and it's guaranteed to remove every trace of dandruff too, with just *one* lathering or your money back!

Most amazing, new milder Fitch is so gentle, it's wonderful for baby's hair! So, if you have only used Fitch when you really wanted to get your hair clean—if you thought it was too harsh and strong to use regularly—listen! New milder Fitch is so gentle, so free of bite and sting, you can use it *every* single time you wash your hair!

Reconditions too!

What's more, its remarkable reconditioning action leaves hair softer, easier to manage, inclined to wave.

Get a bottle of this new milder Fitch Dandruff Remover Shampoo. If you're not delighted with how it brightens your hair up to 35%—how it removes loose dandruff too, in just one lathering—return unused portion for full refund from manufacturer.

Also ask for a Fitch shampoo at any Barber or Beauty Shop.

IMPROVE HAIR LOOKS
or money back!

Muggsy's Mania CONTINUED



LEADING MUGGSY ON, Splash waits quietly. Though billed as a porpoise, he is actually a bottle-nosed dolphin.

LEAPING AWAY (below), Splash moves out of Muggsy's reach. Dog tries to bite his fin but Splash never bites back.



CONTINUED ON PAGE 106

the Bride's House of 1955*

Big, beautiful and low in cost
It's coming to your town this month

This weekend or next an attractive Bride's House will go on display in your area. If you are thinking about buying a home now or in the near future, you'll want to see it. It offers you space, comfort, and convenience at a price that the average family can afford.

If you're about to be married you'll like it because it's priced low. Monthly payments are actually much less than most 3-room apartments.

If you are married and now raising children, you'll like this home because it gives your whole family space to eat, play, and sleep in comfort. You'll like it for all the storage space it gives you in ceiling-high,

sliding-door bedroom closets, and in a separate storage room that's built for baby carriages, bikes, and other bulky things.

If you're a grandparent now and all your own children have grown up and left, you'll like this home for its step-saving convenience, and for the very little care it requires inside and out.

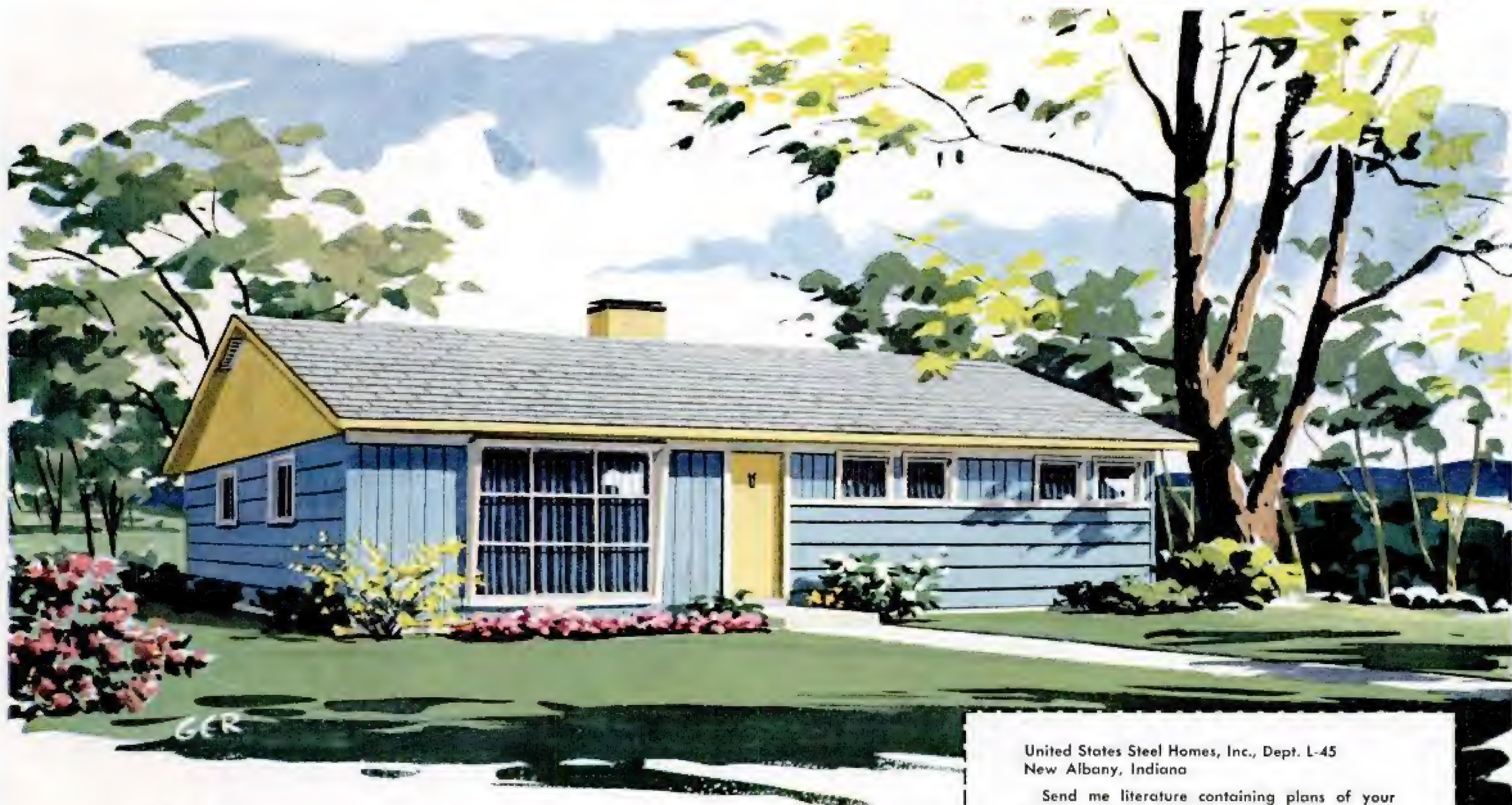
SEE THIS HOME THIS MONTH

Watch the newspapers for announcement of the local showing of the Bride's House. The home will be completely decorated so that you can get a good idea of how it will be to live in. For your dealer's name see the Yellow Pages of your telephone directory.

*As featured in House Beautiful's Guide for the Bride—Summer Issue.



Customized steel kitchen makes any meal easy to prepare.
 Lots of space for entertaining in this big living room.



Manufactured by
UNITED STATES STEEL
 **homes, Inc.**
 SUBSIDIARY OF UNITED STATES STEEL

United States Steel Homes, Inc., Dept. L-45
 New Albany, Indiana

Send me literature containing plans of your homes and the name of my nearest dealer.

I do ☐ do not ☐ own a lot.

I hope to build or buy this spring ☐
 this summer ☐ this fall ☐.

Name

Address

City County

State

Now...the all-temperature motor oil

Proved **BEST** for your car



Faster pickup, better gasoline mileage,
far cleaner engines in test cars using
HAVOLINE SPECIAL 10W-30

Here is a motor oil that far surpasses all other motor oils in its class. Havoline Special 10W-30 was developed by Texaco research . . . and independent road tests proved that it does its special job far better than 10W-30 oils of leading competitors.

If your car has higher horsepower . . . if you drive where temperatures change fast, Havoline Special 10W-30 is your wise choice. Its *range* gives flash lubrication for cold starts. When it's warmer, it has *body* for continual protection with less oil consumption.

Why it's Better: To give motor oils this versatility requires special "additives-in-balance," and Texaco has the experience to do this job best. With Havoline

Special 10W-30, your engine *stays* clean—free from power-robbing carbon, varnish and sludge.

Havoline is the only 10W-30 motor oil distributed in forty-eight states that surpasses "Sup One" requirements—the most rigorous standard yet established for motor oils.

In independent road tests, cars using Havoline Special 10W-30 accelerated faster, using *less* gasoline. Engines *stayed* clean. For better gasoline mileage, more engine "zip," and all-temperature protection, change to Havoline Special 10W-30. Today, see your Texaco Dealer, *the best friend your car has ever had.*

*Delivers 10W-30
Protection Safely*



TEXACO DEALERS...IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America

TUNE IN: TEXACO STAR THEATER starring JIMMY DURANTE or DONALD O'CONNOR on TV Saturday nights. See newspaper for time and station.

THE TEXAS COMPANY



UNPERTURBED PORPOISE lolls lazily on his side, infuriating Muggsy, who paddles toward him. Porpoise then swam across his pool at 25 mph.



TUCKERED-OUT TERRIER looks dejected after 20-minute session of his fruitless pastime. Removed from pool, he shakes, whines in disappointment.

1955

U. S. Government figures for the past seven years show the number of American families having 3 or more children has gone up more than 47%

1948

*For today's
"big families"*



*Waldorf
bathroom tissue
is baby soft,
luxury white.
Get several rolls for
your family today.*

Another great
Scott value

Waldorf

Leading low-price tissue!

WALDORF REG. U. S. PAT. OFF.

Here's where you open up the

YOU know the feeling—perhaps you enjoyed it this very morning.

A restless urge to be up and doing something about the new blue in the sky—the new warmth in the air—the new freshness all around.

It's Spring, man, it's *Spring*. And we have just the ticket to take you where your fancy calls...

A Buick Convertible like the one pictured here...

A car that's mood medicine for the fever of the season, and a tonic for spirits weary of Winter...

A car styled to the lilt of Spring, and designed to make the most of it...

A car that lets you whisk away the top, drop side windows out of sight—and bring in all outdoors to touch you with sun and breeze and the blossoming fragrance of the day.

But this gorgeous grace of automobile—like every

1955 Buick — is also a spirit-lifter when it moves — and most definitely so.

For here you have power seemingly without limit — robust, high-compression V8 power boosted to new record highs.

And here you have the split-second response and far better gas mileage of Variable Pitch Dynaflo* to thrill you like nothing you ever felt before in an earth-bound vehicle.

So why not look into a Buick Convertible—and the joyous new motoring life it can mean to you?

There's one to fit *your* scheme of things, for Buick builds Convertibles and other models in *every* price range — the rock-bottom-priced SPECIAL — the high-powered CENTURY — the extra-spacious SUPER—and the custom-built ROADMASTER. Drop in this week, won't you?


MILTON BERLE STARS FOR BUICK—See the Buick-Berle Show Alternate Tuesday Evenings

*Dynaflo Drive is standard on Roadmaster, optional at extra cost on other Series.

When better automobiles are built Buick will build them

Thrill of the year is Buick

See Your Buick Dealer

A full-page illustration of a bright yellow 1955 Buick Wildcat convertible with orange interior. The car is parked on a winding road overlooking a vast, hazy landscape. A man in a brown jacket and hat stands by the car, looking through binoculars. A woman in a pink jacket and dark skirt stands next to him, looking out over the horizon. In the background, a lighthouse sits atop a distant hill under a soft, hazy sky. The overall mood is one of freedom and exploration.

wide open spaces

HOTTEST BUICK IN HISTORY

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OLD STURBRIDGE VILLAGE, MASS.

LIFE's editors present
a series on
our country's cultural heritage

AMERICA'S ARTS AND SKILLS



EARLY AMERICAN TOOLS are, from left: clamp, broadax used for shaping logs into house timbers, carpenter's square, compass, sickle, flail, wooden

hayfork, augur, felling ax, double calipers, bow saw, mallet used to drive pegs in house frame, L-shaped frow used for splitting shingles, carpenter's brace, plane.

Americans, proud of their achievements in government, industry and science, have had less confidence in their art—perhaps because they are inhibited by a limited use of the word. But Webster defines art first as "skill in the adaptation of things in the natural world to the uses of human life." Another definition is "the production of beauty." It is with these meanings in mind that LIFE presents a new series, "America's Arts and Skills," which in a number of essays will display the traditions of American taste and design and the great history of American skill in fashioning beautiful, useful things. The series starts with the tools above, which are not only handsome themselves but were used to make handsome objects, like those on following pages.

As the nation grew, the arts became more elaborate, the crafts more detailed. Spacious Georgian mansions were built in the South, great Gothic houses along the Hudson. Artisans fashioned the deadly Pennsylvania rifle, inventors perfected mass production. The clipper ships crossed the world's seas, stagecoach and Pullman car crossed the expanding nation. And finally American energy and ingenuity burst into a world of skyscrapers, a myriad of gleaming and running devices made of modern plastics and alloys and a million Cape Cod cottages built on lines laid out by Puritan carpenters. All this, seen in the chapters of this series, will not only explain the designs of the American past but will provide values by which to judge the taste of America today.



STUDDED DOOR
(*opposite page*) of Parson
Capen house in Topsfield,
Mass. (*see p. 124*) was dec-
orated with wrought-iron
nails in diagonal pattern.



YOUNG PURITANS
David, Joanna and Abigail
Mason of Boston posed in
their Sunday best for un-
known artist who painted
this picture about 1670.

The Practical World of the Colonists

PRODUCING FOR USE, THEY CREATED BEAUTY

Photographed for LIFE by ELIOT ELISOFF

With a few hand tools and such skills and memories as they brought from their homelands, the English colonists in Virginia, Maryland and New England, the Dutch on the Hudson and the Swedes on the Delaware attacked the wilderness. Out of these, and the rich raw material of the American land, grew cities, homes and much wealth. And out of the things the colonists made to use in their new world came a surprisingly beautiful heritage of decorative objects.

A successful colonist had to be able to do many things. Of the first arrivals in North Carolina a preacher wrote: "Men are generally of all trades, and women the like within their spheres. . . . Men are generally carpenters, joiners, wheelwrights, coopers, butchers, tanners, shoemakers, tallow-chandlers, watermen and whatnot; women soap-makers, starch-makers, dyers, etc. He or she who cannot do all these things . . . will have but a bad time of it." From this widespread versatility developed the tinkering Yankee who could make or fix anything, from a fine watch to a water wheel.

In the so-called fine arts there was no such rapid progress. Though the wealthy commissioned family portraits which were executed with neatness and grace, the colonists looked down on mere artists. "The

Plow-Man that raiseth Grain, is more serviceable to Mankind, than the Painter who draws only to please the Eye," wrote an early New Englander. But human eyes have always yearned to be pleased. Even the Puritans liked color in their homes and dress; when beautiful form was combined with practical purpose they were willing to accept it. Many a colonial carpenter was an artist as well—as the nail-studded door and boldly carved bracket on the opposite page show. In their silverware, their furniture and even their everyday wooden drinking cups and bowls the colonists showed that they knew a good-looking thing when they saw it.

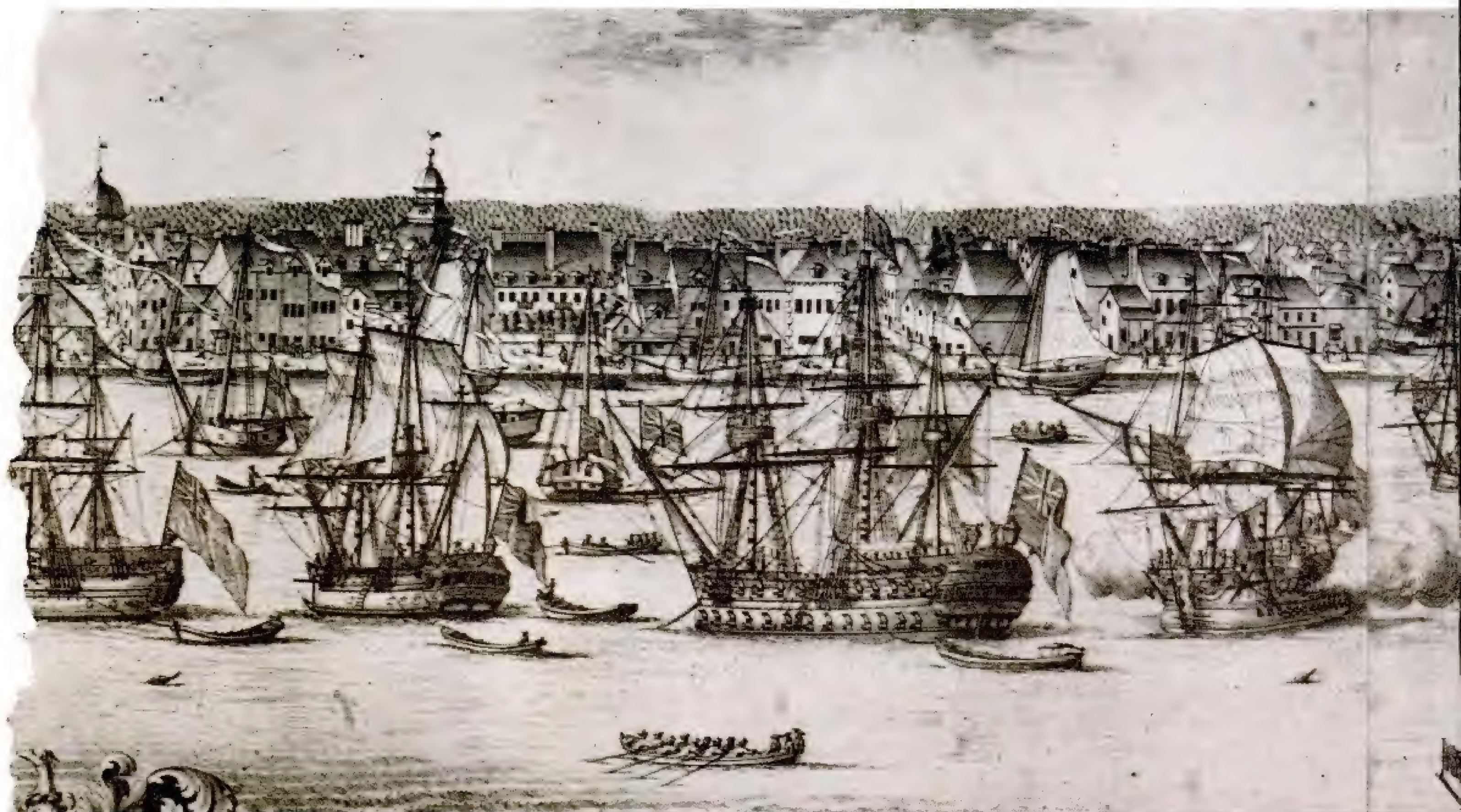
Because of the restrictions of materials, and limited time, the colonial artisan did not indulge in elaborate design. But the limits became a challenge and in American art colonial design became a style—simple, sturdy, never trying to hide the material used nor twist it to unnatural uses. It has had an obvious influence on American taste through the myriad colonial reproductions, which never seem to lose popularity. But it has had an equally strong, if subtler, impact on the work of generations of American designers who, following the colonials, found that usefulness and simplicity go hand in hand with beauty.

The changing architecture



OLD NEW YORK was a hustling center of worldwide trade when the panorama above and below was drawn in 1717 by William Burgis of Boston. The artist stood on what is now Brooklyn Heights and sketched the East River front

from the fort at the Battery (marked by flag, *above left*) to the foot of modern Catharine Street (*far right, below*). The lower town which stretched up to Trinity Church (*far right, above*) was largely built by Dutch colonists who imported their



NEWER NEW YORK north of Wall Street (*far right in upper panel*) shows immediately the influence of the British who took over the city in 1664. Here the Dutch houses are mixed with mansions done in the Renaissance style which

was popular in 17th Century England. They can be identified by their broad fronts, dormer windows, galleries across the roof and pediments. Here and there is also a house in the more recent Georgian manner, which was to sweep across

of an early American city



architecture direct from Holland. Their narrow, steep-roofed houses with crow-step gables were crowded together. In their brickwork they used many patterns and colors. Most of Dutch New York was burned during the Revolution and the

original Dutch style is seen now only in a few survivals farther up the Hudson. The low, wide-roofed "Dutch Colonial," so familiar today, is really a Flemish cottage style—an example in white brick and blue shutters is seen on page 129.



seaboard America in the 18th Century, and is still prevalent today. The two finest houses in the lower panel belonged to burghers who adopted Renaissance modes—Abraham de Peyster (*left*, just north of second spire), and Abraham Wendell

(*extreme right*). The British ships crowding the river are apparently saluting the king's birthday, May 28, 1717. At lower right on river can be seen one of the first New York yachts, the noted *Fancy*, owned by Colonel Lewis Morris.



NEW YORK SHIPYARD, a detail enlarged from Burgis view on previous page, shows carpenters swarming over two partly finished hulls while another

vessel (*far right*) waits repairs. Fancy coach on the bank above probably belongs to shipowner. In center stands a ship captain's house with widow's walk on top.

Wealth along the waterways

Good harbors and navigable rivers were the keys to wealth in the colonies. On them rose towns and plantation houses whose inhabitants could support a growing number of fine craftsmen. The silversmiths prospered in the seaboard cities and produced the pieces shown on pages 116, 117. In Boston alone, by 1680, there were 24 silversmiths at work. Newport in Rhode Island and Williamsburg in Virginia produced America's first two competent architects, Peter Harrison and Richard Taliaferro. Colonial Charleston was noted for its beautifully landscaped gardens and goldsmiths'

shops. Waterfront merchants of Philadelphia, which outstripped all other American ports in the 18th Century and became the second largest city in the British Empire, were famous for their showy houses and elegant taste in furniture.

In New York the rich Dutch families tended to move to country houses along the Hudson River, which they decorated with paintings both imported and local. There, in the early 18th Century, developed the first native American school of gifted—and largely self-taught—portrait painters. An example of their

fresh, unsophisticated and wholly charming style is shown on the opposite page. Unlike the portrait of the Mason children on page 111, which still follows a provincial English style, this painting of an Albany girl is entirely American in its use of bold, contrasting colors and its background of formalized nature.

No one today knows the names of this artist or of any of his colleagues who are collectively called the "Patroon Painters." But the numerous pictures they left behind are proof that there was a sizable demand in at least one American colony for art of this kind.



FERRY LANDING in Brooklyn, detail from another section of Burgis drawing, shows scowlike sailing ferry at wharf. Though colonial boats were built

abroad or copied from European models, these ferries were local designs, the precursors of the fast flat boats that were soon sailing the American rivers.



DU PONT MUSEUM, WINTERTHUR, DEL.

GIRL WITH RED SHOES is said to be Magdalena Douw, of Albany, later wife of Harmon Gansevoort, great-grandfather of Herman

Melville. The portrait shows colonial love of color and decoration. Stiffly posed Magdalena is almost gaudy in bright shoes and bodice.

CONTINUED ON NEXT PAGE



GOLD PAP spoon with bells was fashioned for a New York City child by Jacobus van der Spiegel. Buckle to fasten man's stock (cloth neckpiece) is a Philadelphia product.

Shapers of silver and gold

In colonial America the silversmith was a kind of investment banker for the wealthy who took a client's surplus coin and hammered it into objects of lasting value. Though designed for beauty, they were made for use. The oldest piece of colonial silverware known is the dram cup—a cocktail glass of the time—on the opposite page, made in 1651. The teapot was made in 1725, shortly after tea drinking came to the colonies. The porringer, however, was made just to commemorate a horse race at Hempstead, L.I., March 25, 1688.

This ware was for people who demanded distinction. They got it in pieces that are austere but elegant. Colonial silverware alternates plain surfaces with simple ornament, following timeless principles of design. That buyers should demand such artistry is not surprising. But it is surprising that in the new world they could find so many artisans who could supply it.



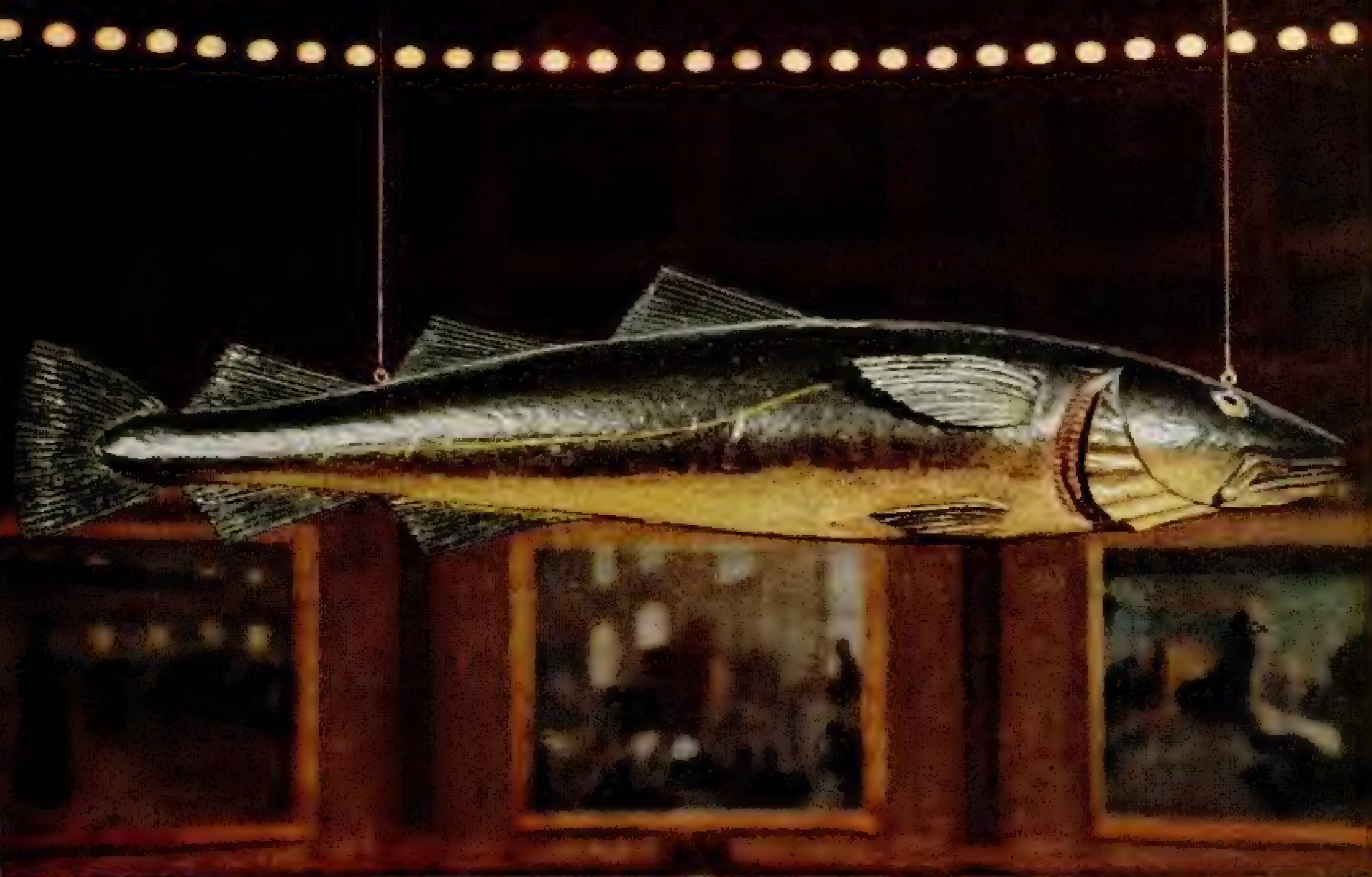
YALE UNIVERSITY GALLERY, MABEL BRADY GARVAN COLLECTION



EARLIEST AMERICAN SILVER is sampled in this array. In foreground are tobacco box by John Coney, salver by Thomas Savage, dram cup by John Hull and Robert Sanderson. At left are teapot by Pieter van Dyck, plain communion

cup by Coney, engraved communion cup by Hull and Sanderson. At right are sugar caster (like salt shaker) by Bartholomew Le Roux, oval mustard pot by Van Dyck, porringer by Peter van Inburgh and two-handled cup by Edward Winslow.

CONTINUED ON NEXT PAGE



"SACRED COD," cut from wood in 1760s, hangs in the Massachusetts State house. Intricately and subtly carved, it is a masterwork of wood sculpture.

TIN CHANDELIER below, sturdy enough for 24 candles, was delicately wrought. Large chandeliers were a luxury item because candles were costly.



WADSWORTH ATHENEUM, MORGAN B. BRAINARD COLLECTION

BULL'S HEAD sign painted on wood hung in front of Bissell's tavern, East Windsor, Conn., about 1760. The starkly realistic animal portrait is in striking contrast to the exquisitely carved wood frame.

Craftsmen in common materials

The great forests which came down almost to the water's edge offered a seemingly endless supply of working material in early America—oak for house framing, cedar for shingles, walnut for gunstocks, ash for ax handles, hickory splints for baskets and barrel staves. The wood turners used white pine for cheeseboxes since it had no taste or smell. Chairmakers learned to make their rockers of black walnut which did not slide easily on the floor.

In all the colonies the most common utensils were made of wood, usually hard maple, which cut smoothly across the grain. Village craftsmen also used poplar and soft white basswood for "dish timber," turning out bowls, ladles, trenchers (plates) and noggins (drinking mugs) which were often small masterpieces of practical design. Because they were made for hard everyday use, these utensils were necessarily simple and hence their design graceful. Handles and lids had to balance or fit properly, which made for proper proportions. Most pieces were not painted, leaving grain of the natural wood to enhance their beauty. Decoration was indulged in only when it did not complicate the making or the using of the utensil. Only occasionally did the woodworkers soar into the realm of fine art, as an unknown carver did in the sacred cod at left, above.

For many people fine metalwork was out of the question, gold and silver being much too expensive. Tin also was "dear" but came into growing use by colonial craftsmen for such handsome decorations as the chandelier at left.

DU PONT MUSEUM, WINTERTHUR, DEL.



WOODEN UTENSILS above were made from a variety of native woods. The object at upper left is a bed wrench, used for tightening rope springs of an early bed; a whimsical artisan has given it a man's head. The pail with a

hole in the handle is a piggin, used as dipper for water or for carrying food to the hens. At lower left is a trencher. The other utensils (*top to bottom*) are burl bowl made from a hard knot of chestnut, a funnel, mortar and pestle, butter paddle.

CONTINUED ON NEXT PAGE



NEEDLEWORK, a skill colonial girls were supposed to acquire, was amateur art of the period. This fanciful portrait of Adam and Eve was embroidered in

1760 by Mary Sarah Titcomb, of crewels (twisted threads) on linen. It served in place of paintings as colorful wall decoration, also helped keep out drafts.



MASSACHUSETTS HISTORICAL SOCIETY, BOSTON

WEATHER VANES were usually a sideline for metalworkers. First specialist was Shem Drowne of Boston whose 4-foot-6-inch-tall copper Indian with a glass eye swiveled atop the governor's residence. Drowne also made the famous grasshopper which crouched above Faneuil Hall. Handsome vane below was made in Pennsylvania in 1670.



DU PONT MUSEUM, WINTERTHUR, DEL.



SCULPTURED GRAVESTONE in Dorchester, Mass., cemetery marks the plot of John Foster who did woodcut below.

Art of the amateur and the artisan

As the colonies grew in population and wealth, skilled artisans emerged as the third most important class, next after farmers and merchants. Many of them proved to be artists as well as successful businessmen. The men who made the two weather vane at the left were producing objects of special utility to a people whose lives depended much on the weather. They were also expressing a picturesque sense of humor and a feeling for the kind of design which looks well against any skyline. John Foster, who carved the pioneer American woodcut below, was a printer who did the portrait as a frontispiece for a book which he published. A strong image of the Puritan priesthood in its heyday, it is also a human portrait of a man whose life was given to plain speaking and a powerful purpose. Foster also may have sketched the design for his own gravestone above, a grinning figure of Death snuffing out Life's candle, while Father Time tries to stay his skeleton arm. In works like these, and in Miss Titcomb's needlework on the opposite page, colonial craftsmen were able to satisfy their artistic impulses without displeasing their practical-minded friends and neighbors.



MASSACHUSETTS HISTORICAL SOCIETY, BOSTON

PURITAN PORTRAIT, the first American woodcut, depicts Richard Mather, ancestor of 80 New England preachers.



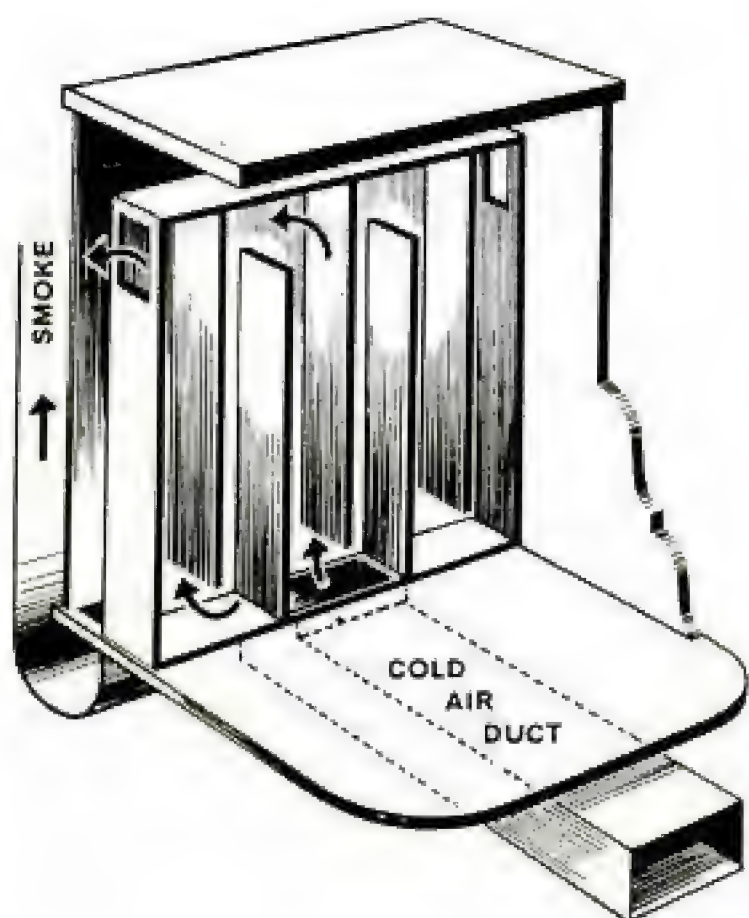
GARDEN OF EDEN, pictured in iron, decorated a Pennsylvania German stove. The inscription reads: "The snake betrayed Adam and Eve." Stovemakers cut pattern in wood, pressed wood into sand mold, then poured in molten iron.



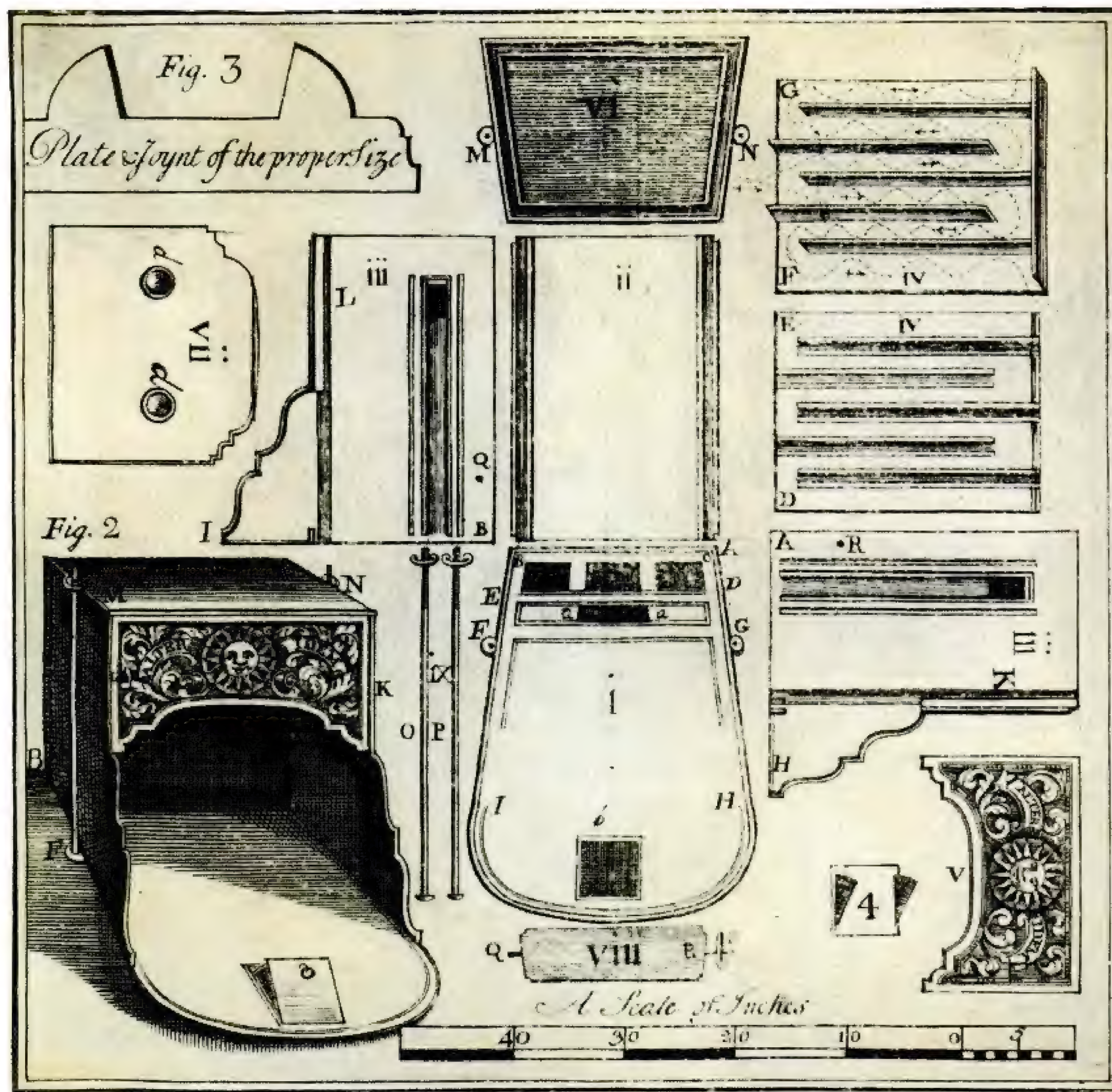
CAIN KILLING ABEL was shown on another Colonial stove. Stove plates also taught the Commandments, the miracles of Christ and teachings of the Prophets. Religious pictures later gave way to floral and secular designs.

BUCKS COUNTY HISTORICAL SOCIETY, DOYLESTOWN, PA.

Scenes on stoves and Ben Franklin's big improvement



THE FRANKLIN STOVE, invented in 1742, saved much wood, produced better heat, and rid small rooms of smoke and other "filthy vapors." The ancestor of modern stoves, it also presaged the products of modern American industry: it was designed to be made of standardized parts which could be easily assembled in any fireplace. At right is Franklin's design. Above is a modern drawing showing how it worked. Fresh air was drawn through a floor duct into a separate chamber where it was heated by the surrounding fire and passed into the room through vents on either side. Smoke was drawn over the hot-air box and up the regular chimney. Franklin correctly boasted that his invention was more efficient than the German stoves which heated only by radiation and not air circulation, or the open fireplace, whereby, said Ben "a man is scorched before, while he is froze behind."



HISTORICAL SOCIETY OF PENNSYLVANIA, PHILADELPHIA



FIELDSTONE HEARTH—4½ feet high and 9 feet wide—is an ornament of Hyland house in Guilford, Conn., built in 1660. Massive, the fireplace still gains rude grace from its balanced proportions. Roughly made, it gains textural

beauty from unfinished wood, hand-cut stone, plaster and brick. Andirons made by a local blacksmith have curved feet, with popular gooseneck upright. Trammel rods on which pots hung were notched so height of pots could be adjusted.

Designing the ways to keep warm

In the northern colonies heat was the basic problem in designing a home. English houses were heated by fireplaces which sent their smoke up through separate flues. The Americans, in a stroke of ingenious design, brought all the flues together into one huge chimney, or stack, which soaked up heat and radiated it through all the rooms. Such a chimney had two or more fireplace openings. Its central position determined the compact design of most American homes for 150 years.

In the main fireplace (*above*) the wife did her cooking, using a built-in

oven and a variety of utensils. At first she hung pots in the fire from a green wood lug pole running crosswise above the hearth. Such poles often charred through and spilled the soup, so trammel rods and swinging iron cranes were substituted. In the 1740s Benjamin Franklin invented a new apparatus (*opposite page*) which was to end the need for fireplaces and led eventually to the American kitchen stove. This, in turn, changed American diet: biscuits, muffins, corn pone and flapjacks all came in when the stove's quick heat replaced slow-baking masonry.

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RICHARD JACKSON HOUSE built around 1664 in Portsmouth, N.H. is believed to be the oldest in the state. The owner followed the common colonial trade of shipbuilding. Lean-tos are additions to the original structure. The windows shown here replaced early leaded pane types.

The first functional homes

The first settlers of New England brought with them in their minds two basic house designs which were typical of their homeland. One was the two-story medieval house of East Anglia, with its overhanging gable ends, leaded casement windows, center entrance and ornamental outside woodwork. The other was the simpler Flemish cottage, one story high with a loft on top and a steeply pitched roof to shed the North Sea rains. Such cottages were built in large numbers by Flemish weavers who flocked to England from the 14th Century on; the Puritans saw them everywhere in the counties they came from.

Both of these early New England types are illustrated here by photographs of surviving examples. The Jackson house (*above*) is basically a Flemish cottage with additions. The Parson Capen house, at the left, is purely English; it would look as natural in the hamlet of Toppesfield, in English Essex, as it does today in Topsfield, Essex County, Mass. It was built in 1683 for the parson of the Congregational Church and was the finest house in the village. The medieval overhangs along the front and at the gable ends, the dark clapboards and weathered shingles give it a look of quiet dignity and strength. Contrary to legend, the projecting overhangs, or jetties, were not intended as defenses against Indians. The same construction was common in ancient English towns where Indians were no menace but where overhangs served either as protection from rain or just as decoration.

For the builders of the Capen and Jackson houses it was natural to follow traditional

patterns. Colonists are always homesick; they always try to rebuild the world they knew. But American conditions soon forced them to change their methods. Old England had a permanent shortage of wood; the walls of Tudor houses, between the timbers, were often enclosed with nothing but plaster or porous brick "nogging." The colonists tried this, but it did not keep out the weather. So they nailed strips of wood over the brick and plaster. Soon they found they could make a better house wall from rough wood sheathing, covered with overlapped clapboards. From all this emerged a house of clean lines and compact look, the decoration either omitted or simplified. Considering the materials available—much wood, little glass and hand labor—the New England home was for its time a magnificent example of functional architecture—in every sense of this word so often applied to modern building.

From the two houses shown here evolved two styles now most popularly associated with New England. The Parson Capen house with its small entrance hall—instead of the later large center hall—is a predecessor of the Cape Cod house. The Jackson house with its long roof slanted down over an added lean-to is the ancestor of the salt box. Oddly enough, none of the early English colonists built log cabins, which were introduced by the Swedes on the Delaware. Instead, in New England, they did a typically American thing: they mechanized their lumber industry. In 1634 a water-powered sawmill was erected on the Piscataqua, between Maine and New Hampshire. At that time there was no such mill in England.

PARSON CAPEN HOUSE was built in 1683 at Topsfield, Mass. Casement windows, each with 30 glass panes, were a relative luxury at time house was built. Pilastered chimney, borrowed from English manor house design, was also unusual.



POTTERY JUG from Maine, was made in 1667, has pious inscription, "If God be for us-ho [who] can be againe [against] us."

The Old World furniture

Colonial furniture, like colonial houses, followed fashions from abroad. Wealthier families, especially in the South, imported what they needed. But in the northern and middle colonies were American craftsmen who showed great skill in imitating English styles, often adding small touches of their own and working gradually toward lighter forms, easier and cheaper to produce. This was especially true when they used native woods and produced the humbler benches, cupboards and beds for everyday use.



DU PONT MUSEUM, WINTERTHUR, DEL.

17TH CENTURY PARLOR from Oyster Bay, Long Island home is enlivened by red turkey work, a popular form of embroidery, on the chair behind the table, and also by the colorfully painted and carved Ipswich chest.



SPICE CABINET (left) made at Ipswich, Mass. in 1679 shows early use of ball feet. Paneled door bears the carved initials of owner, Thomas Hart Jr.



TRESTLE TABLE was made in New England about 1650. Just under 12 feet long, it does not have a wasted piece of wood in it. At right is Brewster chair.

with New World touches

What they accomplished in about 100 years is indicated in the two period rooms below. The elegant 17th Century parlor is almost purely English in appearance, though the colorful polychrome chest and the Carver chair beside it are characteristic of New England. In the kitchen at right the tall slat-back chairs, made in the Delaware Valley, are distinctly American in their slim lines and boldly curved backs. The scalloped open cupboard which holds the pottery is also an American design.



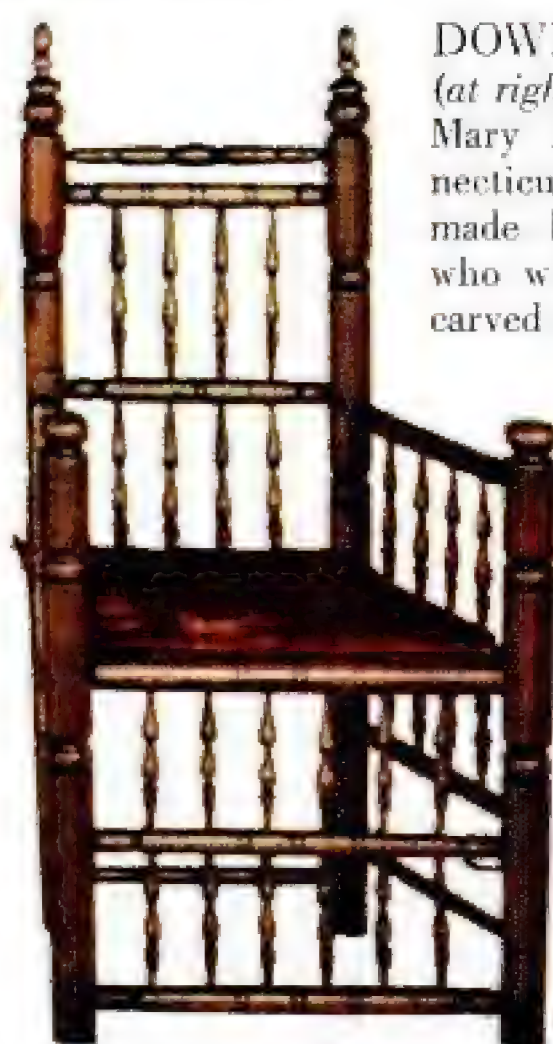
BOSTON MUSEUM

ORNATELY CARVED box made in Massachusetts, dated 1650, was used to store valuable papers, as well as to hold family Bible.



DU PONT MUSEUM, WINTERTHUR, DEL.

18TH CENTURY KITCHEN paneled in pine is furnished mostly with items from Pennsylvania. In cupboard at left is comb ware pottery. Beside fireplace is settle bed where guests slept, warmed by fire but uncomfortably upright.



THE METROPOLITAN MUSEUM OF ART

DOWER CHEST (at right) belonging to Mary Pease of Connecticut was probably made by her father, who with loving care carved and painted it.



MUSEUM OF FINE ARTS, BOSTON

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OLD SHIP MEETINGHOUSE at Hingham, Mass. has been continuously used for worship since it was built in 1681. Its interior is shown at right.

Proportion and patterns

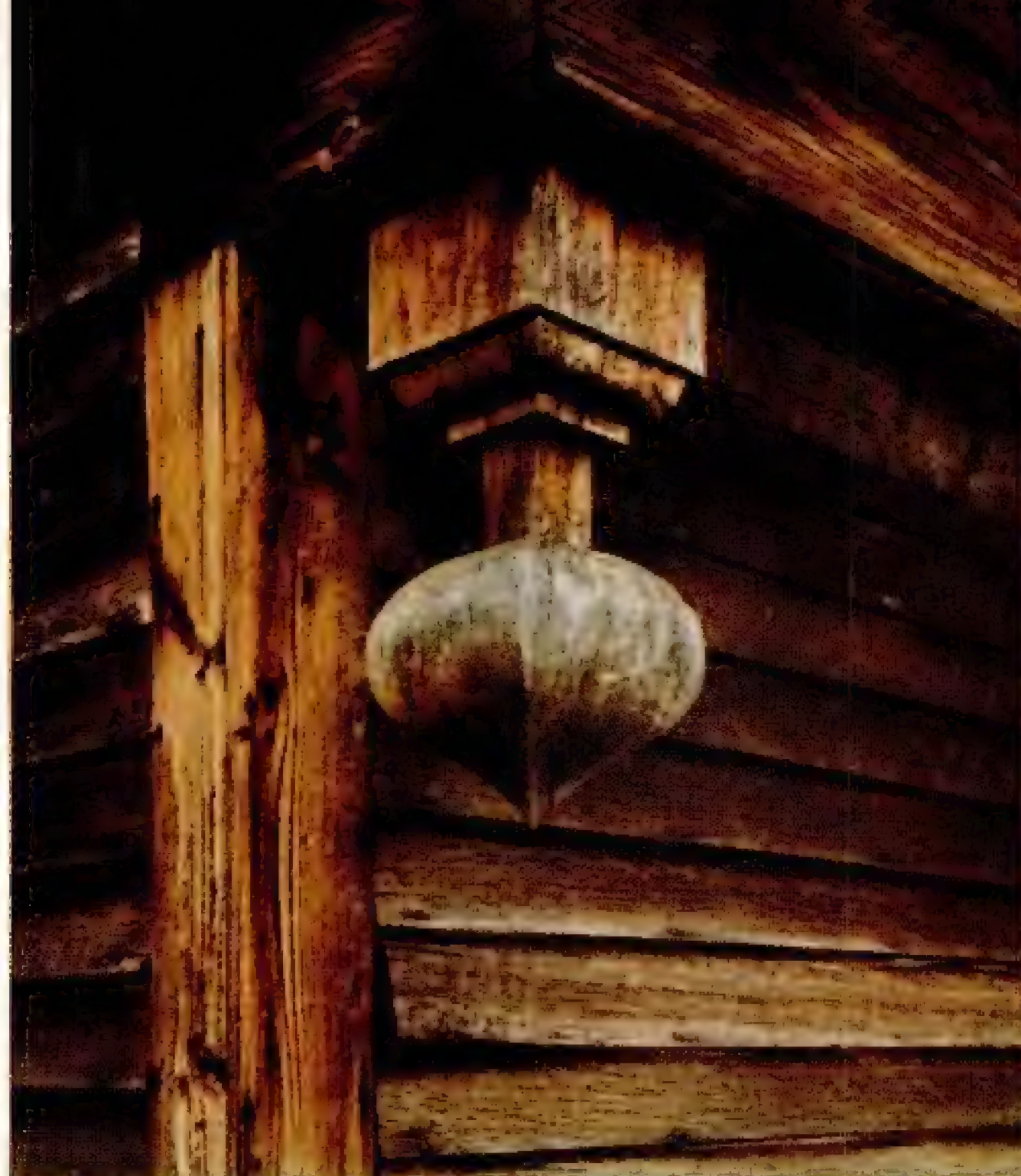
The distinctive patterns and architectural details with which the colonists embellished their lives have mostly been rubbed out by time. But here and there they can still be seen, in the fading tracery of an old brick wall, or the thrust of massive timbers. The most remarkable survival is the Old Ship meetinghouse at Hingham (*above and right*), erected in 1681 when Massachusetts was still a Puritan commonwealth. Its builders designed an exterior both sturdy and graceful, its square mass lightened by the slender tower which points toward heaven. The cavernous interior is saved from gloom by its perfect proportions and the soaring sweep of the tremendous beams and rafters, some of which are 45 feet long, the equal of the widest Gothic cathedral nave in England. Inside, it resembles nothing more than the hull of a great ship overturned to make a house of worship (to get the effect, turn picture upside down).

The Old Ship meetinghouse is the only example left of the first purely American contribution to architecture—the four-square meetinghouse of 17th Century New England. The Puritans invented it because they hated the word “church” and would not build one in America. They permitted no cross or spire; instead there was a central tower which held the bell and supported a useful weathervane.





PENDILL OF WOOD, main New England building material, hangs from Parson Capen house. The ornament was designed and carved by the carpenter who built the house.



WALL OF STONE, a very popular material of the early middle colonies, gleams in lively contrast to painted door and shutters. This is the Van Deusen house in Hurley, N.Y.



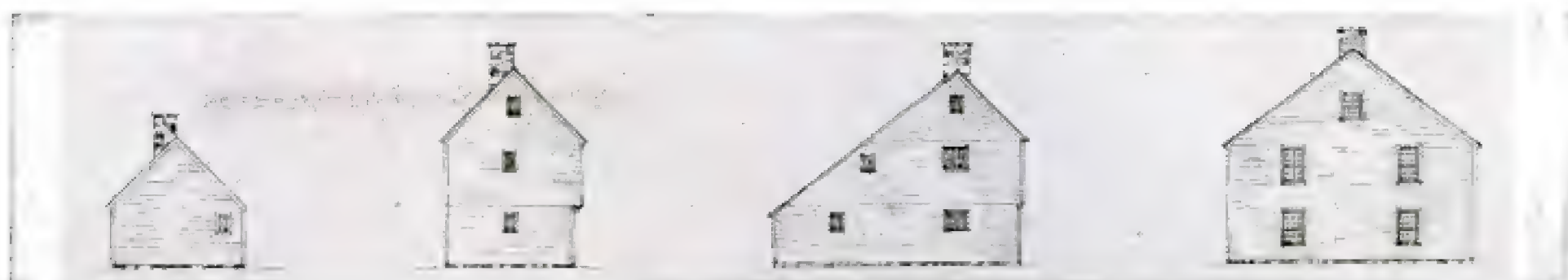
DESIGN OF BRICK, material of South, though laid in 1663, still glows in wall of "Make Peace" in Somerset County, Md. Masons used glazed brick which sparkled in the sun.



The durable house of Cape Cod

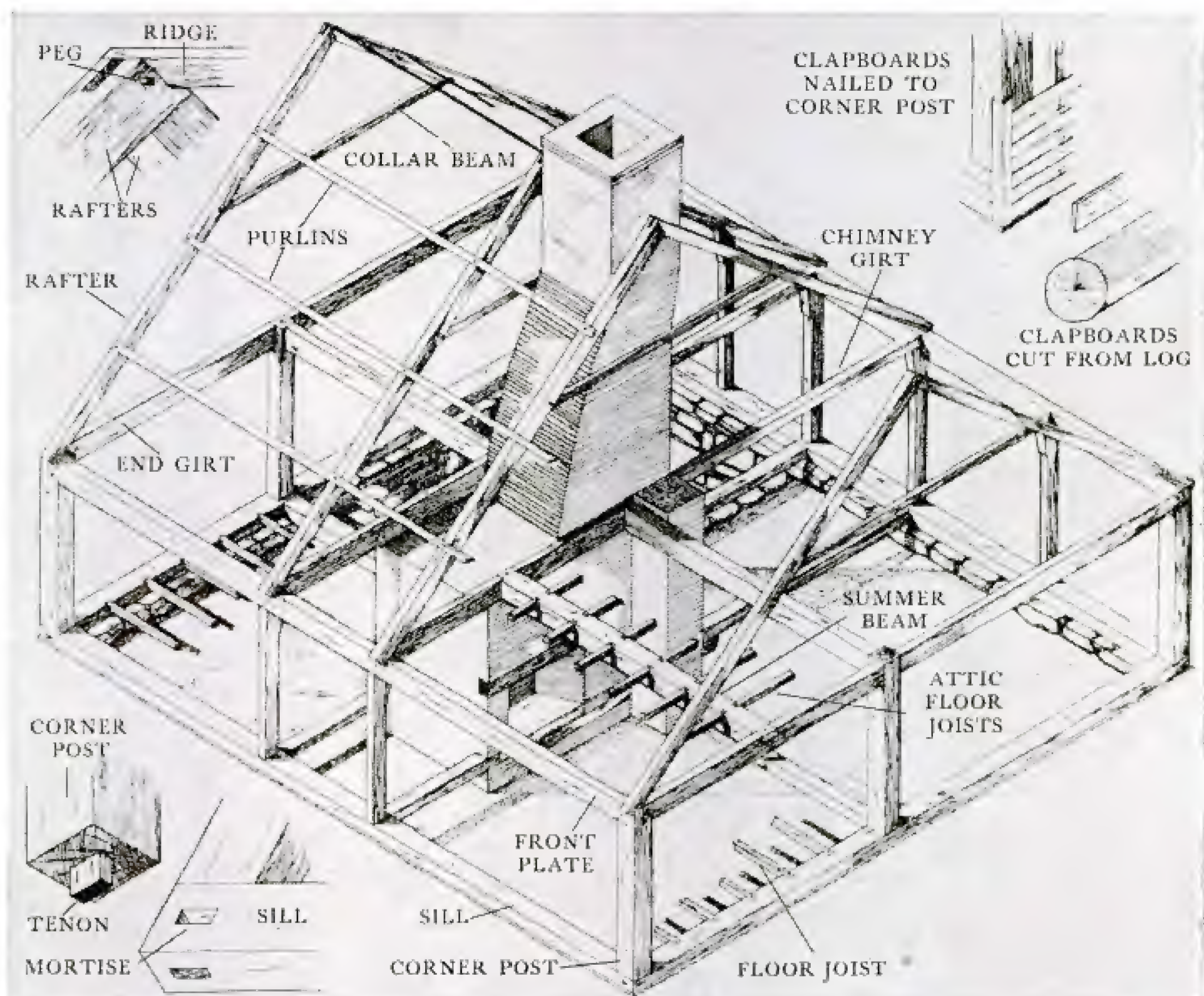
A triumph of colonial technique was the snug Cape Cod house, whose familiar block shape and low symmetrical roof still dots the U.S. landscape. The ground-hugging Cape Cod style was developed along the coast to resist hard winters and Atlantic storms. It has endured because its simple design is not only pleasant to the eye but comparatively easy and cheap to build. Like a modern skyscraper, the Cape Cod's outward appearance was determined entirely by its wooden skeleton, or frame.

Colonial carpenters used 10 types of hand-hewn timbers, and the names they used then are still current today (see diagram at right). The *sills* lay on the foundations to support the whole structure. The *posts* were the main vertical members; they carried the crosswise *girts*, on which rested the second floor. The *summer beam* was an especially large timber which spanned the middle of a room and was dovetailed into the girts. All other joints were fastened with wooden pegs, or "trunnels" (tree nails). *Joists* were small beams which carried the floor boards. *Plates* were horizontal timbers on which rested the notched, slanting *rafters*. *Purlins* crossed the rafters to support roofboards and shingles. The *ridge* ran along the top. *Collars* were braces for the rafters.



RIVALS of Cape Cod style in early New England were the four house shapes shown above: one-room

cottage, two-story English overhang, lean-to salt box and full two-story house with widened eaves.



CONSTRUCTION of Cape Cod house is shown in diagram of basic frame. Corner drawings at left

show mortises and tenons cut and fitted by hand. Clapboards (right, above) were split from long oak log.



← CHIMNEY (opposite page) of Cape Cod house pictured above rises through center of house and combines flues from three fireplaces into a central stack.

SHINGLED CAPE COD built in 1792 at South Orleans, Mass. was variation on clapboard style. Shingle idea may have come from New Amsterdam Dutch.

no seam, no heel shadow
to clutter up the view
the only bareback stocking
for your bareback shoe
sheer heel, demi-toe \$1.65

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COLONIAL WORLD CONTINUED



ANCIENT IRONWORKS at Saugus, Mass. was divided into separate buildings, now restored. Forging was done at left, rolling and slitting at right.

Necessary business of ironmaking

Iron was the industrial product the colonists needed most—for horse-shoes, nails, wagon axles and weapons. They began very early to make their own. In 1619 an ironworks was established in Virginia but was soon destroyed by Indians. A more successful manufactory was begun in 1646 at Saugus, Mass., halfway between Boston and Salem.

The Saugus ironworks was powered by water wheels and produced a ton of cast iron every day from bog ores dug nearby and forest-fired charcoal. Some of the raw iron was cast directly into large pots and firebacks. The rest was reheated in the forge, converted to wrought iron and beaten into bars under a huge water-driven hammer. The bars were carried next door to the slitting mill and worked into strips and rods from which other craftsmen made farm tools and other finished products.

The first American inventor, Joseph Jenks, who received a Massachusetts patent for a scythe-grinding machine in 1646, was a Saugus workman. The plant fell into decay about 1670 but has been restored recently with \$1.5 million from the American Iron and Steel Institute.

ACKNOWLEDGEMENTS

LIFE is indebted to the following for special assistance in the preparation of this essay: Kathryn Buhler, Boston Museum of Fine Arts; Colonel John C. Cummings, Bucks County Historical Society; Charles F. Montgomery, Dean A. Fales Jr., Martha Lou Gandy, John A. H. Sweeney, Du Pont Museum; Frederick A. Bonsal, First Ironworks Association; Stephen T. Riley, Massachusetts Historical Society; Lydia Bond Powel, Abbott Cummings, Metropolitan Museum of Art; Frederick L. Rath Jr., Helen D. Bullock, National Trust for Historic Preservation; Arthur B. Carlson, Betty J. Ezequelle, New York Historical Society; Frank O. Spinney, Margaret Munier, Holman J. Swinney, Old Sturbridge Village; Bertram K. Little, Society for the Preservation of New England Antiquities; Charles E. Buckley, Wadsworth Atheneum; Lamont Moore, Donald O. Reichert, Josephine Setze, Yale University Art Gallery. And for general assistance on the entire series: Edward Alexander, E. O. Christensen, Marshall B. Davidson, Leon DeValinger Jr., James M. Fitch, James T. Flexner, Henry C. Forman, Anthony N. B. Garvan, Samuel M. Green II, Walter J. Heacock, Howard Mumford Jones, Michael Kraus, Ronald F. Lee, John A. Munroe, John A. Perkins, Frank H. Sommer III, Robert C. Smith, Louis B. Wright.

IN MAY 30 ISSUE, PART II
CRAFTSMEN AND PATRIOTS

Office Employees, Hurry! The Mosler Safe Company's Contest Closes April 22!

USE COUPON BELOW



WIN this MOSLER "DREAM VACATION" for two, plus \$1000 to spend in PARIS!

Or win one of 516 other big prizes. Men and women eligible.

FIRST PRIZE . . . VIA TWA

A 14-Day TWA Skyliner Tour of Europe for two, plus \$1,000

Trip is all-expense-paid from your home town and return, includes 5 days in Paris, visits to London, Amsterdam and other capitals, plus \$1,000 for you to spend as you like. Trip may be taken any time before January 1, 1956. If you win, take your mother, husband or friend along.

SECOND PRIZE
A \$1,000 Helbro
"Queen" Diamond
Wrist Watch

5 THIRD PRIZES
\$125 "Hi-Fi-Et"
Automatic Record
Changers by
Stromberg-Carlson

10 FOURTH PRIZES
\$99.50 Revere
"40" 8 mm
Movie Cameras

500 FIFTH PRIZES
\$5.50 Bottles of
Lenthic "Tweed"
Perfume

(Also valuable prizes for bosses of first 7 winners)

Easy to win! Nothing to buy! Read tips and rules below. Clip entry blank . . . write your entry on it . . . and mail, today! Contest closes April 22.

Why old office safes are apt to be dangerous:

- There's a fire in the United States every 28 seconds.
- Old office safes (and those not bearing the Underwriters' Laboratories, Inc. label) often incinerate business records in a fire.

• A fireproof building just walls in a fire, makes it hotter.

• Your boss couldn't collect fully on fire insurance without providing "proof-of-loss within 60 days"—which takes records.

• 43 out of 100 firms that lose their records in a fire never reopen.

OFFICIAL CONTEST RULES

1. Your entry must be written on official Mosler contest entry blank to be eligible. Entries must be the original work of the contestant submitting them.

2. Complete this statement in 25 additional words or less.

"It would be dangerous for my boss to trust an old office safe, because . . ."

3. Check the square at right, which indicates the type of safe being used by the firm you work for. Fill in name of manufacturer of safe. Print your name plainly and the name and address of the company that employs you. Then have your boss or supervisor sign the entry blank in the space provided, certifying that you have been employed by him for three months or longer.

4. Mail to: Mosler "Dream Vacation" Contest, P.O. Box 900, New York 46, N.Y. Send as many entries as you like, but be sure each one is written on an official contest entry blank and signed by your boss. All entries must be postmarked before midnight April 22, 1955, and received by May 6, 1955.

5. Entries will be judged on the basis of originality, sincerity and aptness of thought by an independent contest judging organization. Decisions of judges final. Duplicate prizes in case of ties. Only one prize to a family. All entries, contents and ideas therein become the property of The Mosler Safe Company. No entries returned.

6. Prizes, as listed elsewhere on this page, will be awarded to winning contestants. In addition, the first prize winner's boss will receive a special \$100 bonus prize for his cooperation. Bosses of next six winners will also receive a valuable prize. All winners will be notified by mail. Complete list of winners available approximately six weeks after close of contest. To receive one, enclose a self-addressed, stamped envelope with your entry.

7. Any secretary, stenographer, bookkeeper, bookkeeping assistant, clerk, or any office employee who can obtain information required on entry blank, and who is a resident of the United States or Canada, and has been employed in her present position for three months or longer may compete—except employees of The Mosler Safe Company, its dealers, its advertising agencies and their families. Contest subject to all U. S. Federal and State regulations, and Canadian regulations.

If it's Mosler . . . it's safe

The **Mosler Safe** *Company*
Since 1848

World's Largest Builders of Safes and Bank Vaults
In Canada, The Office Specialty Mfg. Co., Ltd. Main Office—Newmarket, Ontario

Official Entry Blank

THE MOSLER SAFE COMPANY "DREAM VACATION" CONTEST

Mail to: Mosler "Dream Vacation" Contest, P.O. Box 900, New York 46, N.Y.

1. COMPLETE THIS STATEMENT IN 25 ADDITIONAL WORDS OR LESS:
"It would be dangerous for my boss to trust an old office safe, because _____

2. CHECK THE SQUARE WHICH INDICATES THE TYPE OF SAFE BEING USED BY THE COMPANY YOU WORK FOR
(Look on inside or outside of safe door for label which tells fire risk classifications.)
☐ Underwriters' "A" Label Safe ☐ Underwriters' "B" Label Safe ☐ Underwriters' "C" Label Safe
☐ No Underwriters' Label ☐ Metal File, or no safe
3. FILL IN NAME OF MANUFACTURER OF YOUR OFFICE SAFE(S) _____

4. PRINT YOUR NAME _____
FIRM YOU WORK FOR _____
COMPANY ADDRESS _____
CITY _____ ZONE _____ STATE _____
5. HAVE YOUR BOSS OR SUPERVISOR SIGN ENTRY BLANK, HERE
(If he helps you with your entry, he may win a handsome prize, too.)
I certify that the person whose name appears above has been in my employ for three months or longer.

(Signature of Boss or Supervisor)

Additional entry blanks available through all Mosler dealers in the United States and Canada.
Check classified telephone directory.

Every 33 seconds "careful from

Why?

**Here's what both members and nonmembers say
about State Farm and State Farm service:**



Mr. J. P. Cavanaugh, Arlington Heights, Illinois

"We sincerely appreciate the speed with which you processed our claim when our automobile was stolen. It is a wonderful reference for State Farm insurance. And it proves you do 'Pay a dollar when a dollar is due'."

Mr. Cavanaugh carries Liability (100/200/10), MAX Medical Payments (\$2000 limit), Collision (\$50 Deductible) and Comprehensive coverage on his 1953 Mercury 2-door. He pays \$115.94 a year with State Farm. At ordinary rates, he would have to pay \$132.03 for the same coverage.



Mr. Carl Quist, York, Nebraska

"As a Parts Manager of an automobile repair business, I have dealings with many insurance companies. Your method of handling claims is the most satisfactory I have seen."

Mr. Quist is not a State Farm member. But his work qualifies him to testify to the speed and fairness with which State Farm pays claims. State Farm files contain many similar recommendations from men whose jobs bring them in close contact with various insurance companies and many insurance people.

Mr. Frank H. Pierce, Chattanooga, Tennessee

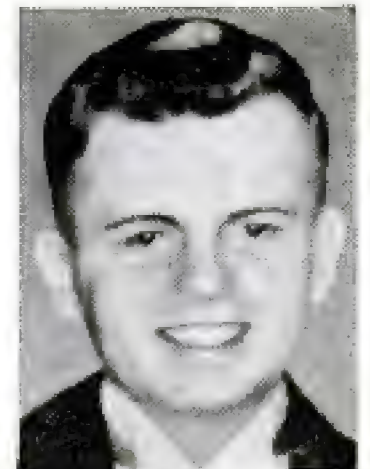
"Concerning the treatment I received on my recent claim, I wish to say that if everyone gets the same treatment I received from your agents and representatives, then State Farm Mutual must have ten million friends."



Mr. Pierce carries Liability (10/20/5), MAX Medical Payments, Collision (\$50 Deductible), Comprehensive, and Emergency Road Service coverage on his 1950 Ford 2-door. At State Farm rates, he pays \$86.00 a year. At ordinary rates, he would have to pay \$106.20 a year.

Mr. Joseph T. Zich, Elmhurst, Illinois

"While returning from a Florida honeymoon, my wife and I had a serious auto accident in Georgia. Your local agent took complete charge of the situation, did everything to make an unhappy situation as pleasant as possible. His personal thoughtfulness and kindness is something my wife and I will never forget."



Although Mr. Zich is not insured with State Farm, he knows about State Farm service from personal experience. His unsolicited letter is typical of the thousands of favorable comments State Farm gets each year from satisfied claimants—members and nonmembers alike.

another car owner buys driver insurance" State Farm Mutual.

State Farm insures 3,300,000 cars—more than any other company—because it offers outstanding service and protection at rock-bottom rates.

Today, State Farm Mutual not only insures more cars than any other company in the world—it is attracting new members at the astonishing rate of 2,600 a day. One every 33 seconds. And the explanation is simple:

State Farm Mutual does not charge the same rates as other companies. State Farm calculates its own rates from the accident records of its *own* members—and not from industry figures compiled by rating bureaus.

State Farm's unique "careful drivers only" plan keeps rates low. In the long run, careful drivers have fewer accidents than reckless, irresponsible drivers. By deliberately seeking to insure careful drivers only, State Farm holds down accident costs. It then passes savings back to its members in the form of low rates. Rates that save policyholders ten . . . twenty . . . even forty percent, compared to the cost of ordinary auto insurance.

State Farm Mutual provides fast, fair, friendly claim service in case of accident. And this service is just a

phone call away. All 7,500 State Farm agents are pledged to treat every policyholder in trouble as a personal client. And agents are backed by 1,000 claim experts who work only for State Farm members. This is the largest full-time, salaried staff of adjusters in the automobile insurance business.

The record shows that State Farm claim offices pay 90% of routine collision and comprehensive claims within 48 hours of receipt of bills. Every claim is processed with the utmost speed. Every dollar due is paid promptly—to you, or to other parties involved.

Can you qualify for State Farm's "careful driver insurance"?

Not everyone can, of course. But if you use good judgment, common sense, and courtesy behind the wheel, it should be easy. For complete information, talk to any State Farm agent this week. For the name of the agent nearest you, look in the yellow classified pages of your phone book under "State Farm Insurance."

STATE FARM MUTUAL

"the careful driver insurance company"

*State Farm Insurance is written only by the
State Farm Mutual Automobile Insurance Company
and its wholly owned affiliates:*

**State Farm Life Insurance Company
State Farm Fire and Casualty Company**

Home Offices: Bloomington, Illinois.

Field claim offices in 325 principal cities,

7,500 agents in 40 states, District of Columbia, and Ontario, Canada.

Insurance (cont'd)

STATE FARM INSURANCE

Famous careful-driver auto insurance at rock-bottom rates. We insure more cars than any other company.

Fast, fair claim service.
7500 agents in U. S. and Canada.
Also life and fire insurance; residence liability.

"FOR INFORMATION CALL"

DISTRICT MANAGER



Insurance

Brown
Brown
Comis
Ernst
Fox
Hart
K

If your phone book does not list a State Farm agent, write directly to Dept. E-2, State Farm Mutual, Bloomington, Illinois.



Words or pictures are hard to see if crammed in a dark frame. That's why eye specialists say "surround light." That's why viewers' eyes turn to rest on Sylvania TV with HaloLight!



Words or pictures are hard to see if crammed in a dark frame. That's why eye specialists say "surround light." That's why viewers' eyes turn to rest on Sylvania TV with HaloLight!

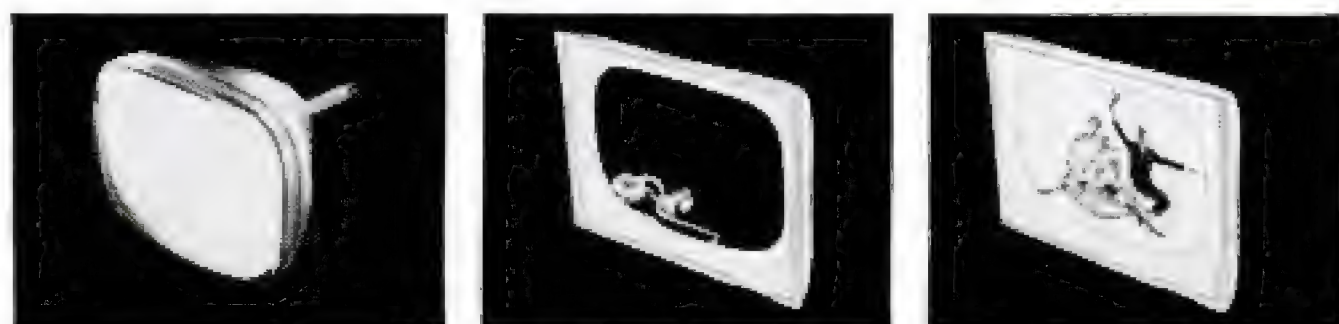
Make the test—your eyes come to rest on Sylvania TV with HALOLIGHT!

All TV's brighter in the new '55 sets, but only *Sylvania* has HaloLight® surround lighting—the soft, picture-expanding frame of light that makes bright TV a pleasure to watch.

It's *Eye Fidelity*—the first in television! More comfort for your eyes, and more for your eyes to see.

Now, you'll see 250 distinct shades from black to white. *Sylvania*® now activates the television image with millions of particles of pure silver. Across the entire faceplate of *Sylvania*'s revolutionary new "Silver Screen 85," these tiny silver "superchargers" increase picture intensity. As much as 7 times more contrast than you've ever seen in television!

... Plus TV's first "No Shift" Tuning for UHF and VHF, new "high" and "low" speakers, and more automatic controls than in any other set made. *This year, be sure to see Sylvania!*



"Silver Screen 85" + HaloLight = Eye Fidelity!



Above, the Sylvania FAIRFAX. Front-mounted speaker. Extra-long range reception. Mahogany veneer or blond Korina, wrought iron base optional.

SYLVANIA ELECTRIC PRODUCTS INC.

RADIO • TELEVISION • LIGHTING • ELECTRONICS • ATOMIC ENERGY
Radio & TV Division, Buffalo 7, N. Y. In Canada: Television made by Sylvania Electric (Canada) Ltd. and distributed by Northern Electric Company Limited.

keep your eye on **SYLVANIA** ...fastest growing name in sight!

'Cat on a Hot Tin Roof'

TENNESSEE WILLIAMS PLAY PROBES INTO A NERVE-RACKED MARRIAGE

In his seventh play to reach Broadway, *Cat on a Hot Tin Roof*, Tennessee Williams adds another page to his almanac of agony, bristling with brutal language, violent action and an unorthodox story. Once again he is probing the wounds of tormented people, this time a couple whose marriage has collapsed because the husband is brooding over a friend's death and his wife's accusation that unnatural affection existed between them. The wife applies the old

saying to her precarious position—she's like a cat on a hot tin roof.

Williams never quite answers all the questions he raises because, as his stage directions explain, he is more concerned with the flickering interplay of live human beings in the thundercloud of a common crisis than in pat conclusions. But though unresolved, his drama has power and stature, thanks to its brilliant acting, fine direction by Elia Kazan, and its fierce spurts of eloquence.

REJECTED WIFE (BARBARA BEL GEDDES) CLUTCHES DISCONSOLATELY AT KNEES OF HER HUSBAND (BEN GAZZARA), WHO BROKE ANKLE IN DRUNKEN SPREE



When good friends get together . . .

Enjoy America's Party Drink!

PAR-T-PAK



Wide choice of
delicious flavors!
Always in the full quart
that serves six!

PAR-T-PAK full-flavor **BEVERAGES**

BY THE MAKERS OF ROYAL CROWN COLA AND NEHI BEVERAGES

WILLIAMS PLAY CONTINUED



AT BIRTHDAY PARTY for her husband, Big Mama (Mildred Dunnock) weeps joyfully when her grandchildren serenade her with *Skinama-rinkydoo*.

TEMPESTUOUS HOUSEHOLD

All the characters in Tennessee Williams' new play live in a huge plantation home on the Mississippi delta, presided over by a brutally honest, loudmouthed vat of a man named Big Daddy. He is powerfully acted by folk singer Burl Ives, in his first nonsinging stage role on Broadway. Big Daddy scorns his chattering wife, tolerates his stuffy eldest son who has given him a litter of grandchildren, and really loves his unhappy son Brick. Amid screeching children, birthday fireworks and an offstage thunderstorm Big Daddy finally bludgeons some wisdom into his favorite son, and stoically faces his own death.



HOLDING CAKE, Big Mama is cruelly reviled by her husband, who, having heard that he is no longer threatened by cancer, takes a new lease on life.

CONTINUED ON PAGE 140



*Reg. U. S. Pat. Off. The Trade Mark for combed, mercerized cotton yarn that must meet high Quality Standards of Durene Association of America, 350 Fifth Ave., N. Y.

The Professor's conclusions: best socks on two feet

The Professor is our just-for-fun representative of a very serious new science that measures your comfort in terms of your clothing.

This science finds that in the all-important matter of foot health and comfort, socks made of Durene, the quality cotton yarn, do a better job than socks of any ordinary cotton or man-made fiber.

For great absorbency and crampless fit . . . for extra-good looks and wear, ask for Durene-labeled socks for the whole family, available at stores everywhere.

→ **Durene***

The cotton yarn that makes a science of comfort

Thousands switch to

New greaseless anti-perspirant that lets your skin "breathe"

Never before a deodorant so extra-effective
yet so pleasant to use!

- Underarms are absolutely *dry* in seconds—stay *dry*
- *Ends* danger of perspiration moisture and odor
- Feels refreshing . . . glides over skin!
- Unique new formula contains nothing to stop skin's natural "breathing"
- First and only greaseless, full-strength anti-perspirant stick

Here it is. Fresh Stick Deodorant. A new formula deodorant that's non-acid! Non-greasy! And it's the only deodorant and anti-perspirant that goes on dry . . . invisibly . . . without any greasiness or a drop of moisture!

You can say goodbye to "dribble" down the arm . . . to messy fingers! Never again will you have that gummy, sticky feeling under your arms.

You can apply new Fresh Stick just before you go out—even when in a hurry.

No waiting to dry

No risk of spoiling clothes

It's no wonder women everywhere are switching to new Fresh Stick Deodorant.

**No messy fingers!
No greasy drip . . .
Glides on—smooth as silk!**



Unique plastic push-up tube holds stick. Fingers never touch it! Fresh Stick is so neat—why bother with messy liquids or creams!

REFRESHING! COOLING! Fresh Stick feels refreshing as your morning shower . . . leaves skin with a wide-awake feeling—invigorated instantly. You'll love Fresh's light, bracing fragrance, too, its wonderful—clean—fresh bouquet. No heavy masking perfume! No strong odor to linger about you!

"So effective—so refreshing!" *enthusiastic users say.*



Mrs. P. S. of Georgia. "Fresh Stick really works, and it's so easy to use. I'm through with messy creams."



Mrs. W. K. S. of New York. "New Fresh Stick is for me! No mess, fuss putting it on. Never an odor in my clothes."



Miss E. M. of Florida. "No dribble down my arms. I can dress immediately, can't do that with sprays!"

Never before a deodorant stick like this! It's unlike any you've ever used. New Fresh Stick is the first and only full-strength anti-perspirant stick that contains . . .

No messy greasiness

**No corrosive acid salts
(that ruin clothing)**

**Nothing to interfere with
skin's natural "breathing"**

NEW Fresh STICK

For extra-effective protection against underarm moisture and odor, use new Fresh Stick every day. Only 69¢ plus tax.

FRESH is a registered trademark of Pharm-Craft Corporation. Also manufactured and distributed in Canada.



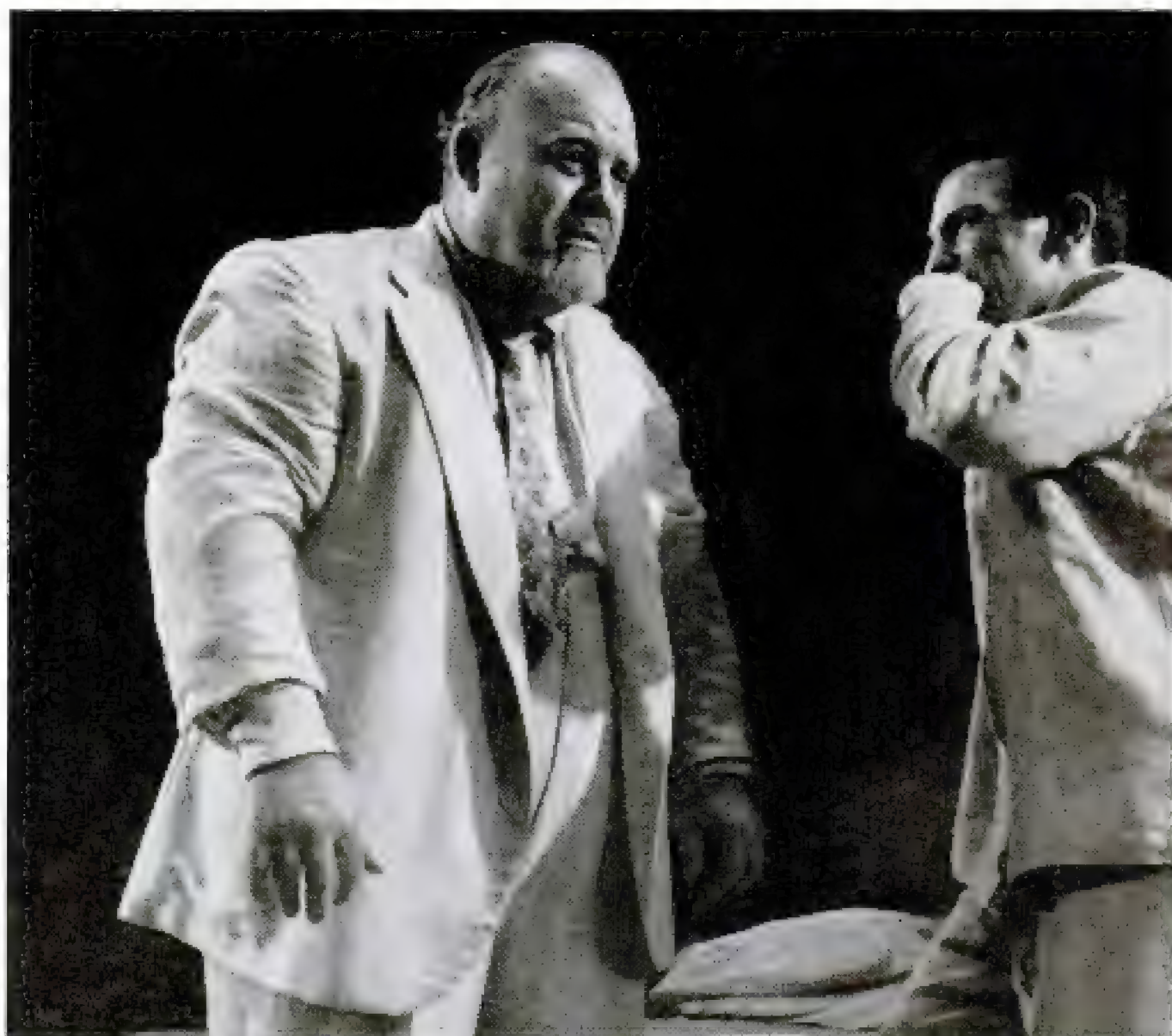
WILLIAMS PLAY CONTINUED



BERATING HIS SON for his alcoholism, Big Daddy snatches away Brick's crutch as, lunging for a drink, Brick falls helplessly with a cry of anguish.



SPILLING SON'S DRINK, Big Daddy helps the boy understand the root of his despair, makes him realize he must not blame others, but himself.



BRICK IS GOADED into telling his father the truth that the doctor's encouraging report about his cancer was wrong and Big Daddy is soon to die.

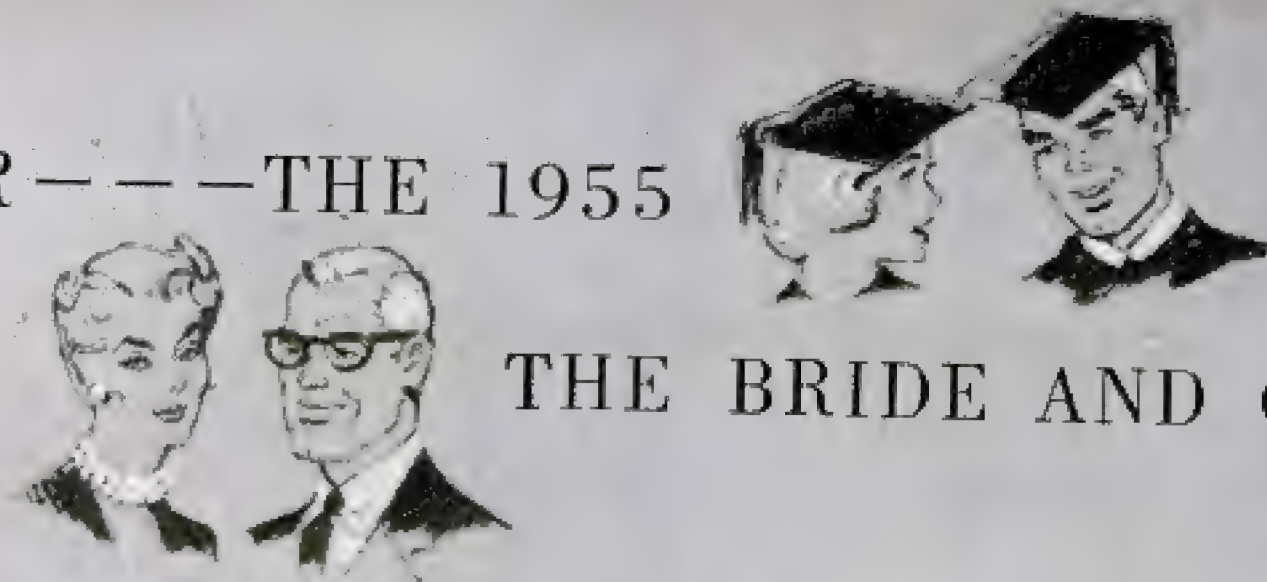
CONTINUED ON PAGE 142

GIFT IDEAS FOR — — — THE 1955

GRADUATES

ANNIVERSARIES

THE BRIDE AND GROOM



New Matching Watches by Wittnauer

DISTINGUISHED COMPANION TO THE WORLD-HONORED LONGINES

For Her -- For Him

Mates in all but size, each a living souvenir to count happy hours in memory of a special day — this is the unique appeal of these beautiful matching Wittnauer

Watches. For the 1955 Graduates, for a first Anniversary or a fiftieth, for Bride and Groom, Wittnauer Matching Watches are exclusive in style, matchless in superb appearance, the gift of gifts.

For almost a century, the name Wittnauer on the dial of a watch has guaranteed superior quality, reliable timekeeping and honest value. The beautiful Wittnauer

Watches shown here are but a few of the amazing collection of new Longines and Wittnauer Watches now being shown by Authorized Longines-Wittnauer Jeweler Agencies.

The Wittnauer Duets illustrated (enlarged to show detail) are the ultimate in luxury. Cases are 14K gold, finished in the manner of finest jewelry. Available boxed together or individually.

Longines-Wittnauer produces watches of superior quality in largest variety of styles and types of any watchmaker in the world; in Longines, the world's most honored watch; and in its distinguished companion, the Wittnauer watch. Offering the highest in quality and value in the price range from \$34.75, Wittnauer Watches contain every proved watchmaking advance; are exclusively encased in 14K gold or in gold-filled (some with protective steel backs); combine finest styling and superior presentation. Product of Longines-Wittnauer.



These beautiful Wittnauer watches feature unique expansion bracelets. For her, Campus—for him, Pacemaker—distinctive matching sunburst dials; in smart gold-filled cases with protective steel backs. Either watch, \$39.75.

*So long as crystal, back and stem are intact
All Prices Include Federal Tax

For her, Wittnauer Milady—with double-expansion bracelet of modern design—for him, Embassy, with expansion band featuring insets of genuine alligator. Gold-filled cases with protective steel backs. Either model, \$59.50.

Wittnauer Automatic Self-Winding Watches: for her, Sea Queen—for him, Victor Sweep; both waterproof* and shock-resistant; carefree watches for dress or play. Hand-some gold-filled cases with steel backs. Either watch, \$71.50.

Longines-Wittnauer Watch Co., Inc.

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER





**Your Kirby Man
Can Show You Why...**

**...no other
single appliance in
the world does as
many things for you
as the**



Actually, the Kirby makes more than 78 different household tasks much easier for you...does them better.

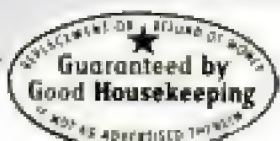
Welcome Your Kirby Man

He's a neighbor of yours, a good citizen of your community, a gentleman who merits your confidence—carefully chosen, trained and tested... When he rings your doorbell or telephones, welcome him. He brings you an exciting story of a bright clean home without drudgery!



The Scott & Fetzer Company
1922 West 114th Street • Cleveland 2, Ohio

Also made in and distributed throughout Canada.
Home Sanitation Since 1919



WILLIAMS PLAY CONTINUED



CHEERLESS AND DISHEARTENED, Brick and his wife stand by while his older brother and wife lay plans to take over Big Daddy's great estate.



CHEERING UP BIG DADDY in his last days, Brick's wife falsely tells him that she is pregnant. But her kindly lie leads to a reconciliation with Brick.

Jewels for a modern princess —

—smartly crafted plumbing fixtures in soft pastels, of cast iron, formed steel, vitreous china. Chrome fittings, too, with flair and function . . . the individually tested working parts of your fashion-wise Eljer bathroom. Eljer, Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pa.

ELJER

DIVISION OF THE MURRAY CORPORATION OF AMERICA



* *ELJER —the only name she needs to know in plumbing fixtures*

New! G-E automatic cooking

Boils, fries, warms food without attention.



See all the other
automatic cooking helps
you get on this
G-E Stratoliner range

Lighted pushbuttons. They click on exact surface heats *automatically* . . . light up to show which unit—and which heat—is on.

Automatic oven timer. Just put your meal in the huge 21-inch oven, turn two knobs. Food cooks *automatically* without attention. Oven floodlight, and indicator light that shows when oven is on are also *automatically* controlled.

Minute timer for cooking jobs from 1 to 60 minutes . . . buzzes to remind you when time is up . . . *automatically*. Fine for mixing cakes, boiling eggs, etc.

Timed appliance outlet starts your coffee-maker, radio, toaster *automatically*.

And these automatic features are only some of the wonders-to-cook-with you get on a de luxe G-E.

. . .

EASY INSTALLATION! Your G-E dealer can make arrangements for 220-volt wiring, if you don't already have it. (Remember, this is the first step toward modern electrical living.) Both the cost of the range and required wiring can be financed with one low down payment and easy weekly terms.

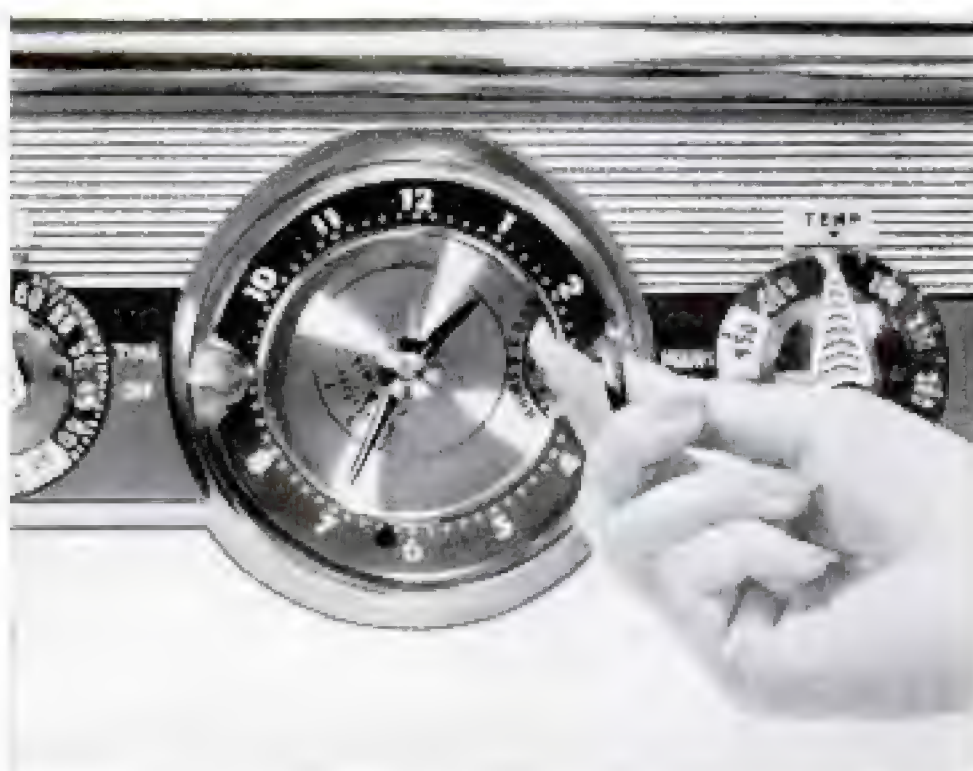
The beautiful Stratoliner also has oven that holds a meal for 24 with new, "starlight" gray fashion liner that's so easy to clean. Fluorescent lamp over cook-top. 3 big storage drawers. Removable drip pans and

trays. See the Liberator . . . double oven version of the Stratoliner, and other 1955 G-E ranges at your G-E dealer's. He's in the classified phone book. General Electric Company, Appliance Park, Louisville 1, Ky.

Be modern . . . cook electrically



Pushbuttons with Tel-A-Cook lights click on heats at a fingertip touch, even when your hands are full or wet. Colored lights show you from across the room which unit is on, at what exact heat.



New! Automatic oven timer. Easier than ever to use. Just 2 simple clock settings. Heat goes on, food cooks, heat goes off—without attention. As safe to leave as your electric refrigerator.



Fully enclosed Calrod units. No old-fashioned open coils. "Focused Heat" broiler gives meats delicious "charcoal" type flavor. Bake and broil units pull out for easy oven cleaning.

unit...just "set it and forget it"!

Makes everyday utensils automatic!



1. So easy to use. New Calrod® cooking unit controls heat from the time you start food cooking until you take it off, perfectly done. To cook asparagus, add water and salt, put in covered pan, place on automatic unit.



2. Now set control dial to Lo. Dial is marked for every kind of cooking job from hi-heat frying to lo-heat warming. Lighted panel on backplasher shows that automatic unit is on.



3. You've set it, now forget it until food is done. New G-E Calrod unit comes on at full hi-heat, quickly brings food to proper cooking temperature, then automatically holds it there.



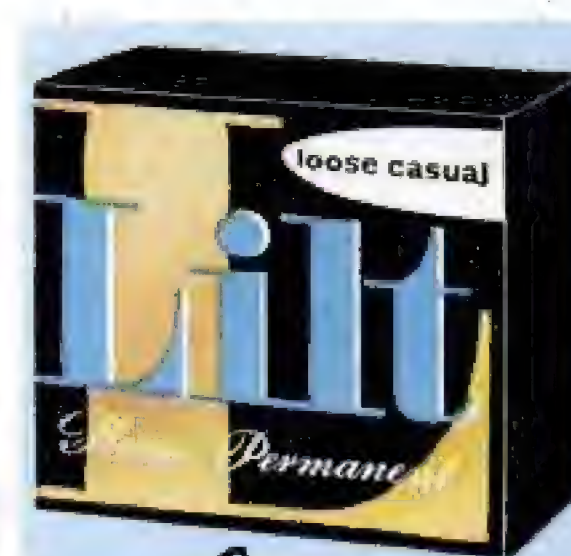
4. At the end of the cooking time, your asparagus will be done just right. No need to wait to turn heat up or down. And you can fry bacon, warm baby's milk just as easily the G-E automatic way.

Speed-Cooking ranges . . . so safe . . . so clean . . . so dependable

GENERAL  **ELECTRIC**

NEW HOME PERMANENT GIVES ANY TYPE OF HAIR

The wave you need for the hair style you want!



Loose-Casual Lilt

New! Loose-Casual Lilt to give you a **loose, casual wave** for hair styles like these—



Medium Lilt

New! Medium Lilt to give you a **medium wave** for hair styles like these—



Very Curly Lilt

New! Very Curly Lilt to give you a **very curly wave** for hair styles like these—

Never before have home permanents been created to give any type of hair the right degree of curl, wave and body... to suit the hairstyle you prefer!

The new conception is so different, yet so simple, really. Never until now, could you select a wave to suit the hairstyle you have in mind — regardless of the type of hair you have. Now you can, because Lilt has created three new home permanents, each specially developed to give the wave you need for the hairstyle you want.

If you like a carefree, "just-brushed" hairdo — something on the casual side — then you need Loose-Casual Lilt, for a loose, casual wave. It gives your hair a little body, and a soft, flowing curl. So you can set the style you want — quickly, surely and perfectly.

Or you may choose Medium Lilt for a medium wave, and avoid extremes on either the casual or curly side. Medium Lilt gives you plenty of curl to do what you like in the way of sweeping rolls, or end curls. But there's never a "tight" look to it.

Very Curly Lilt gives you a very curly wave, for firm curl where you want it and lots of body. You can set it to all-over curly styles, to more sophisticated "sculptured" lines, or to a richly feminine, deep wavy look.

Three new home permanents — three new waving lotions, Loose-Casual Lilt, Medium Lilt or Very Curly Lilt. Just pick the degree of wave you want and Lilt does the rest. Forget about "hard-or-easy-to-wave" problems. With new Lilt, you can be sure of getting the wave you need for the hairstyle you want — with any type of hair.

\$1.75 plus tax

©1955, The Procter & Gamble Co.

3 brand new **LILT HOME PERMANENTS**



HEELING AROUND MARKER IN STIFF WIND, THE FISHING SMACK "MERRIE" LEADS CROWDED FIELD IN WEST INDIES RACE AS NATIVE CREW HUGS PORT RAIL

A SALT WATER SCRAMBLE

Off Great Exuma Island in the Bahamas a fleet of working boats, which usually go about the business in a methodical and rational way, careened around buoys in a mad pack. As hulls almost bumped and scraped, skippers barked orders for more sail, and native crewmen up on masts taunted rivals doing the same chores.

This salt-water roughhouse was the annual

Out Island Regatta which, with \$2,200 in prize money at stake, drew boats from all over the Bahamas. Some had to sail more than 100 miles over open seas and many had to turn back because of unexpected high winds and rough water. The 53 boats which showed up stayed three days, took part in seven hotly contested races, then sailed home and went back to work.

CREW OF "MERRIE" CROUCHES LOW AS SKIPPER ROLLIE GRAY (BACKGROUND) HOLDS THE TILLER. HIS SKILLFUL HANDLING KEPT BOAT IN FRONT TO THE FINISH



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Salt Water Scramble CONTINUED



CALCULATING SKIPPER takes wide-legged stance as he surveys field before start of race. Anchor start was used to keep anyone from jumping the gun.



WATCHFUL CREWMAN holds down boom for jib known as "whisker pole." It is one of many auxiliary sails natives use to capitalize on every breeze.

CONTINUED ON PAGE 150

YOU

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MAY WIN AS MUCH AS

\$28,600

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	\$3	\$5	\$10	\$15	\$20
FIRST PRIZE	\$2,000	\$4,000	\$9,000	\$15,000	\$25,000
SECOND PRIZE	500	1,000	2,500	4,000	6,000
THIRD PRIZE	400	800	1,700	3,000	4,000
FOURTH PRIZE	300	600	1,300	2,000	3,000
FIFTH PRIZE	200	400	1,000	1,500	2,000

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The above prize money is deposited in the American Security and Trust Co., Washington, D. C. Prizes totalling \$568,333.38 have been paid to its previous contest winners by the DISABLED AMERICAN VETERANS SERVICE FOUNDATION.

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Only those whose entries, with entry fee payments, are postmarked not later than May 31st, 1955, will be in competition for a big EXTRA Promptness Prize, to be awarded to the highest ranking contestant among those whose original entries were so postmarked. This Promptness Prize may be as much as \$3,000, based upon the total entry fee so paid, as follows:

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ACT AT ONCE



SPECIAL

\$1⁰⁰

ENTRY OFFER

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GREATEST BARGAIN IN CONTEST HISTORY!
To introduce you to the thrill of competing in our contests, for a Special Entry fee of only \$1.00 you receive —

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3. The option, later, ALSO to join the competition for higher prizes, by payment of an additional fee, as per the Official Rules.

Enter today! Later you may work out a higher score and send in a free substitute solution.

INSTRUCTIONS... START NOW.
After you unscramble the six sets of scrambled letters, which appear above the pictured objects, you will find that, correctly unscrambled, five of them identify the five pictured objects; print such correct identification words in spaces provided. Their total letter point score is 860.

Next, choose any three of these five unscrambled words. Print these words, with letters appearing consecutively (not scrambled), in the three shaded horizontal letter paths in the diagram. In the remaining unshaded horizontal letter path, print any admissible six-letter word.

In the remaining thirteen (13) empty spaces, insert letters in such a way as to form, in

combination with letters already inserted; five additional admissible words. Add to the identification word score of 860 the total letter point value of the four horizontal words and the total letter point value of the five vertical words. (Note that in thus counting your score, the eight intersecting letters common to two words count twice). No word may be repeated; each must be differently spelled.

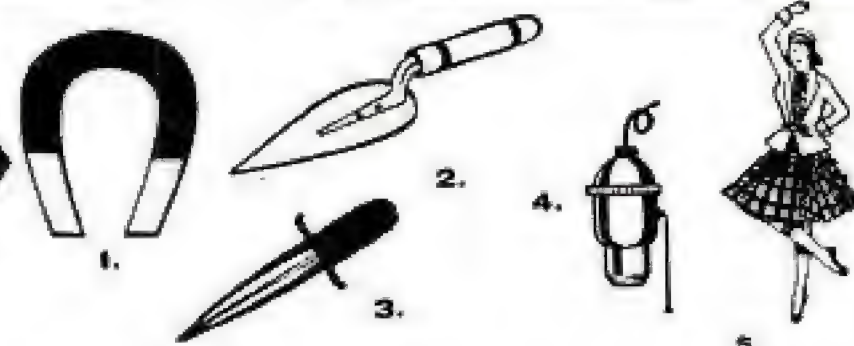
Print the point values on the entry Form where indicated. Be sure to make no errors in spelling or counting. Try to attain as high a total valid score as possible. Mail in your Official Puzzle & Entry Form now. You can send in a Substitute Solution later, without cost, if you are able to get a higher score.

OFFICIAL PUZZLE & ENTRY FORM

1 Unscramble these sets of letters

T A G M E N S E L S I A W O T L E R
G E N N I S G A R D E G K O S T E C

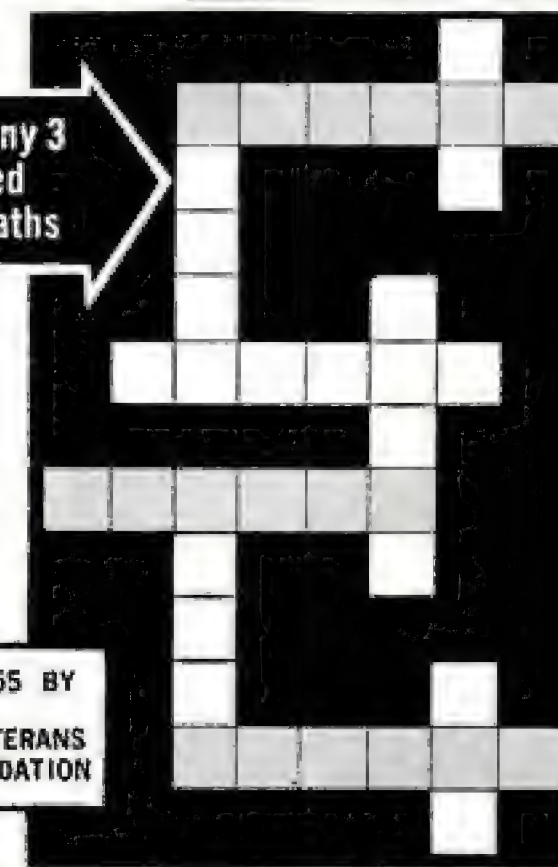
2 Name these five objects



3 Enter names here

1. _____ 3. _____
2. _____ 4. _____

4 Insert any 3 in shaded letter paths



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AMERICAN VETERANS
SERVICE FOUNDATION

5 Fill other spaces with letters to form high score words as per TABLE OF LETTER VALUES

A-10	B-30	G-30	H-50	L-40	Q-20	W-30	U-10
C-30	D-40	I-10	M-30	R-40	X-20	E-10	J-20
F-40	K-20	N-50	O-10	S-50	Y-50	T-50	Z-20

Point Value of five identification words	860
Point value of four horizontal words used	
Point value of five vertical words used	
TOTAL POINT SCORE CLAIMED	

SKRAMBELGRAM

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Please enter me in your new SKRAMBELGRAM Puzzle Contest; I now enclose my entry fee in the sum of \$_____, check or money order—no cash, please—which entitles me to compete for the prizes (noted under the "Prizes Payable" list) based upon the total amount of entry fee paid by me, the top prizes being as follows:

\$ 1.	Total Entry Fee for	\$ 600. Top Prize
\$ 3.	Total Entry Fee for	\$ 2,000. Top Prize
\$ 5.	Total Entry Fee for	\$ 4,000. Top Prize
\$10.	Total Entry Fee for	\$ 9,000. Top Prize
\$15.	Total Entry Fee for	\$15,000. Top Prize
\$20.	Total Entry Fee for	\$25,000. Top Prize

It is understood you will promptly mail me an Official Receipt and the Official Substitute Solution Form.

I understand that, if this entry is postmarked not later than May 31, 1955, you will also send me a FREE copy of the Merriam-Webster Pocket Dictionary, Cardinal Edition.

SIGNED _____

Name _____ Please Print Plainly

Address _____

City _____ State _____

Please allow 3 weeks to receive your Official Receipt. Additional copies of this Official Puzzle & Entry Form sent free on request when accompanied by self-addressed envelope. Write to D.A.V. Service Foundation, Box 100, Washington 4, D. C.

OFFICIAL RULES

1. WHO MAY ENTER CONTEST. Any one whose address is within the U.S. or Canada or possessions except winners of \$1,000 or more in any puzzle contest of skill and their immediate families and except employees of the FOUNDATION or its processing organization or puzzle professionals.
2. HOW TO ENTER CONTEST. By sending in your entry fee and your own solution duly signed, on Official Puzzle & Entry Form and mailing under postmark not later than Oct. 31, 1955 and received by us not later than Nov. 10, 1955. Optional additional Entry Fee to qualify for higher prize awards must be postmarked not later than Nov. 30, 1955, and received by us by Dec. 15, 1955. We reserve the right to increase prizes (but not to decrease them). You may submit more than one entry, but you, including any member of your immediate family, can be awarded only one cash prize.
3. SUBSTITUTE SOLUTIONS must be postmarked not later than Nov. 30, 1955, and received by us by Dec. 15, 1955. Only one solution to a Form.
4. DICTIONARY AUTHORITY. You may use only any word or dictionary entry—except any two or more word phrase or expression—separately and completely printed in heavy-faced type in the main alphabetical section, footnotes excluded, of the Merriam-Webster Pocket Dictionary Cardinal Edition, any printing. Disregard any hyphen, apostrophe or diacritical marking. If more than three tie breakers are needed then WEBSTER'S NEW INTERNATIONAL DICTIONARY, UNABRIDGED, SECOND EDITION, A MERRIAM-WEBSTER, any printing from 1947 through 1955, shall be used.
5. INSTRUCTIONS, as printed with this Official Puzzle and with each tie-breaking puzzle, become part of these Official Rules.

6. JUDGING. BREAKING TIES AND AWARDING PRIZES. Prizes will be awarded on the basis of verified valid claimed scores judged by nationally known word authorities who serve as COMMITTEE ON AWARDS. In order to break the ties that must be expected in this contest, the tie-breaking puzzles will be progressively more difficult as to scrambled letters, pictured objects, and size of puzzle diagram. A first, second and third tie-breaker, as needed, will each consist of one puzzle, but, if further tie-breakers are needed, then the fourth and fifth tie-breakers shall each consist of five successive puzzles. Solutions to the successive tie-breakers must be postmarked within 10, 8, 7, 5 and 3 days, respectively, following the dates of their scheduled delivery.
7. YOUR IMMEDIATE FAMILY MAY HELP YOU, but specific puzzle assistance (other than published comprehensive word lists at your own risk as to their accuracy) may not be obtained from any professional puzzle solver or any person not living within your immediate household.
8. NOT RESPONSIBLE FOR MAIL delayed or lost, or for loss or damage due to causes beyond our control.
9. BINDING FORCE OF RULES. Your prize solution must be correctly recorded and scored. By the act of sending in his Entry, each contestant agrees to be bound by the Contest Rules, Instructions and Conditions, and, in any event, by the decisions of the D. A. V. SERVICE FOUNDATION and/or of its Committee on Awards on any and all matters affecting this contest. If, in the judgement of the Committee on Awards, any contestant shall have failed to submit sufficient proof that he has complied with the provisions of these Official Rules, the Foundation reserves the right to refund the total amount of the entry fee theretofore paid by the contestant, thus terminating his status as a contestant.

This contest subject to Federal, State and local regulations.

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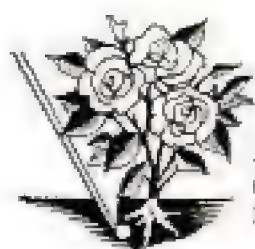
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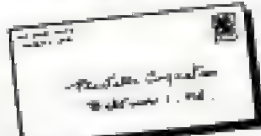
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Salt Water Scramble CONTINUED



CAPSIZED DINGHY settles in water as its crew scrambles frantically for port side. It was regatta's only casualty despite gusty winds and rough water.



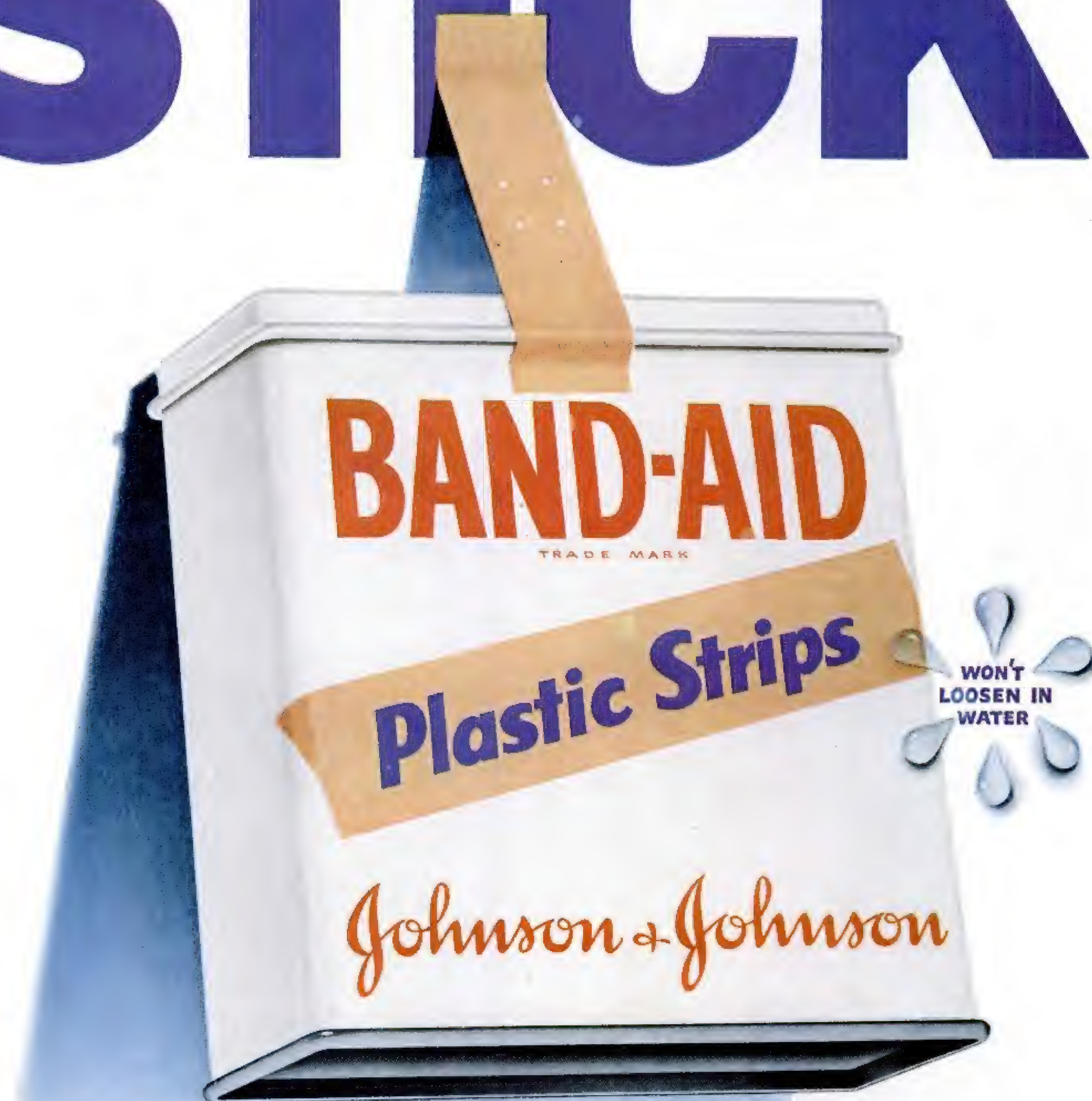
PREMATURE CHEERS come from crew of *Merrie*, first across line in race for big boats. Then they learned they had finished second on corrected time.



WINNER'S SWAG, presented by the Earl of Ranfurly, Bahamas governor, goes to Skipper Vernon Lockhart of *Ragged Gal*. He got \$280 and new radio.

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A SOLDIER'S REPORT

'DEFEND QUEMOY AND MATSUS'

by General James A. Van Fleet

General James A. Van Fleet gained his firsthand knowledge of the Communists first in Greece, where he helped the Greek army whip them, and later in Korea, where as Eighth Army Commander he fought them to a standstill. He retired from the Army as a four-star general in 1953, but since then his interest in Asia has taken him back there on periodic visits as a private citizen. Now on his latest Far Eastern trip, which took him to Formosa, he cabled this frank and searching appraisal of the need and the chances for keeping the controversial offshore islands out of Communist hands.

WHEN I left the U.S. seven weeks ago it was my intention to cover only the "southern front," extending from the Dardanelles all the way to Thailand, and finish up with a brief visit to Formosa and Korea. But now, in April, the offshore islands are the hot issue of the moment. I have been on Quemoy and from firsthand knowledge have an appreciation of its value to Formosa.

In past weeks many of my Chinese friends have talked with me again about the importance of these island groups, Quemoy and the Matsus. I have discussed the situation with Generalissimo Chiang Kai-shek, his foreign minister, his defense minister and his military staff officers. I have also talked with American officers on the scene.

I sometimes wonder if Americans realize the extent of our front in this part of the world. It is tremendous. All in all it stretches from where our allies, the Greeks and Turks, hold the bridge between Europe and the Middle East, to Nationalist China and Korea.

Along this 9,000-mile stretch there are stout hearts and there are weak hearts. Our three great points of strength are the Greek-Turkish strength, the Formosan-Korean strength, and in the center the tremendous will and determination of the Pakistanis. But it is about the crisis we face in Formosa that I am concerned here.

The Chinese minister of defense is Yu Ta-wei. American officers

on Formosa say Yu has done more for morale of the troops than any previous defense minister. He spends half his time in the field with them. He simply radiates morale. He was up at the Tachens and he makes repeated trips to Quemoy and the Matsus. Just seeing him there and not in any hurry to get back has had its effect.

In Taipei, Minister Yu reviewed the build-up on the China mainland opposite Formosa. Communist jet airbases south of Shanghai are being rushed to completion. It is true the Communist build-up has not yet reached Amoy, but it is advancing in that direction. Minister Yu pointed out that the forces and airfields in the Foochow and Amoy areas must be supplied by coastal shipping since there are practically no railroads in the area and no motor roads worthy of the name.

The presence of Nationalist forces on the Matsus and Quemoy islands prevents coastal shipping from reaching the ports of Foochow and Amoy. How do the Nationalists control Communist traffic? Mainly, they hit the Red ships with shore-based artillery. But the Nationalists also have fast raiding boats that go out, raise the devil with the Reds and then dash back home again. This is one of the reasons why these offshore islands are so important to the Nationalists.

George Yeh, the brilliant foreign minister, pointed out that inhabitants of these islands are Nationalists and do not wish to be taken over by the Communists. The Republic of China, he added, has a greater right to these islands than the British have to Hong Kong.

Also in Taipei I talked with General Chen Cheng, vice president and one of the ablest and most respected of China's generals and officials. He made the point that the Nationalists are setting up a model government on Formosa, one that Formosans are happy with, one that the Nationalist government is proud of.

It is a myth that Formosans do not support the government or

CONTINUED ON NEXT PAGE



FRIENDS ON FORMOSA helped brief General Van Fleet on the situation. From left, Defense Minister Yu Ta-wei, Foreign Minister George Yeh, General

Sun Li-jen, General Van Fleet, General Chou Chi-jou, Vice President Chen Cheng, Charles C. Auchincloss, General Peng Meng-chi, General Yu Pak-chuen.



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TIGER WANG, former fighter pilot hero in China and now Nationalist air-force commander on Formosa, greeted General Van Fleet at Taichung Airport.

SOLDIER'S REPORT CONTINUED

would not make loyal fighters. Right now Chiang has 50,000 Formosans in his regular army and 90,000 in the reserves. There is plenty of manpower on Formosa. It's loyal. It's splendid.

From Taipeh I flew down to Taichung. Generalissimo and Madame Chiang Kai-shek had invited me to be their overnight guest at the Evergreen Hotel at Sun Moon Lake, near the center of the island. At Taichung I was greeted by General Wang Shu-ming, called Tiger Wang. He was one of the great pilots of the Sino-Japanese War and is now just as courageous a leader of the Nationalist air force.

After a two-hour trip to Sun Moon Lake I was received by the Generalissimo and his attractive wife. The Evergreen Hotel is on a knoll overlooking the lake. The Generalissimo and his party occupied one wing while guests were put up in the other.

Our conversation that evening was about Asia, the situation in the south and about the improvement in Chinese Nationalist forces since I was in Formosa last summer. Next morning, starting even before breakfast, we had more talks.

Chiang's three points

THE Generalissimo had three points he wanted to make. First, he asserted the defense of Quemoy and the Matsus was inseparable from the defense of Formosa and the Pescadores, especially from the viewpoint of morale. He was positive that withdrawing from Quemoy and the Matsus without a fight would deal such a fatal blow to morale that the ability to defend Formosa, even with help from the U.S. Seventh Fleet, would be seriously affected. Morale would be gone, and morale means so much in war.

The Generalissimo's second point was that publication of the Yalta papers had revealed that the attempts to sacrifice China to safeguard U.S. security eventually had just the opposite effect. The Korean war, he said, was a direct result of Yalta, and it cost the U.S. billions of dollars and some 150,000 casualties. Any attempts now to sacrifice the offshore islands in exchange for a cease-fire with the Communists will lead to the same tragic results.

President Chiang's third point was that the U.S. must realize as long as the Communists are in power on the mainland they constitute a menace to the peace and security of the world. Then he reiterated his determination not to give up Quemoy and the Matsus. He said the decision is for him—and no one else—to make. Even if all U.S. aid were withdrawn, the Generalissimo vowed he would fight to hold the offshore islands. He was also sure of winning.

I had already noticed that fighting spirit all over Formosa. There's a tenseness in the air, but there's the elation that goes with it too. That is what I call battle morale. If you don't have troops wanting to fight, then you've got them wanting to run.

Madame Chiang added that there was no other course open to

CONTINUED ON PAGE 158

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MATSUS INSPECTION is made by energetic Defense Minister Yu Ta-wei (saluting) on visit to offshore islands, recently bolstered by reinforcements.

SOLDIER'S REPORT CONTINUED

them but to fight. "We'll fight," she said, "to the last man and woman, and then meet our Maker in heaven with a clear conscience of having done our duty."

I told Madame Chiang this reminded me of an incident that happened just before the Germans invaded Greece in 1941. The Greeks refused to surrender, and in an open letter to Hitler, published in Athens, appeared these famous words: "Greece . . . after teaching the world how to live must now teach the world how to die."

That spirit inspired the Greeks to fight on. It's the kind of spirit needed in all armies. "And it's here," replied Madame Chiang.

This trip made me realize more sharply than ever how this evil thing called Communism threatens the people living near Soviet Russia, and our own liberties as well. I am ashamed of our many blunders in fighting this evil—particularly in regard to China. Even though we have blundered I feel that the American people, both Democrats and Republicans, mean to do what is right.

But most of our allies in Asia are fearful that we will follow British opinion. They are aware of the British view, as reported in their press, that the Nationalists' retention of Quemoy and the Matsus is politically and militarily unsound. Even worse, the British feel the U.S. must ultimately accept a reunion of Formosa with the mainland. These British views are not supported by most of our Asian allies, certainly not by the Formosans themselves.

Red China's clear intentions

IF we review briefly the designs of Red China, Russia's "chosen instrument" for Asian conquest, we find the following has happened since the end of World War II.

By 1949 the Communists completed conquest of practically the whole mainland of China, driving out the government we supported. In 1950 Communist China intervened in Korea, inflicting a major defeat on the U.S.-led U.N. forces. In 1951 China easily completed conquest of Tibet. Then after the Korean armistice in 1953, Red China shifted support to her Indochinese satellite, which defeated the French Union forces despite extensive U.S. aid.

The future aggressive aims of Red China have been publicly announced. She has proclaimed her determination to "liberate" Formosa and to "brook no interference from the U.S."

The Communists in Indochina have similarly proclaimed their intention of taking over all Vietnam, and in North Korea the Communist forces are poised against us. Exploiting her enhanced prestige after the Geneva Conference, Red China also stepped up her agitation and infiltration. The results can be seen from Japan in the north to Burma, Malaya and Indonesia in the south, as well as in India. She has made her intention of driving the last vestige of American influence from the Far East perfectly clear.

Measured against this relentless Communist march, our own past policies and temporary expedients in Asia are pointing toward ultimate defeat. To reverse this course we must exert the leadership that fate and circumstance have accorded us.

CONTINUED ON PAGE 160

AMAZING THING

by Williams

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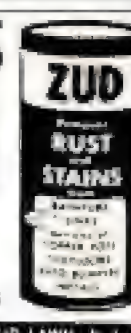


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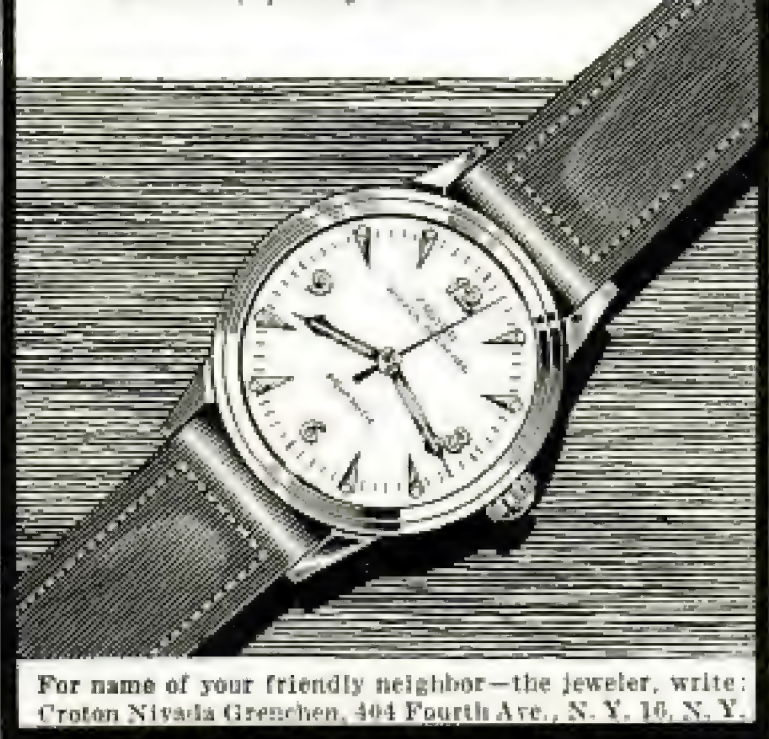
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DIGGING IN, Nationalist troops on the main island of the Matsu group cut new hillside trenches. Some of the defenders are Formosan recruits.

SOLDIER'S REPORT CONTINUED

Communist China is now expected to attack the offshore islands of Quemoy and the Matsus. I myself don't put the attack as coming in April. The Reds, I believe, will apply only enough pressure at first to feel out U.S. intentions. There'll be sparring, fending. Red China can almost gauge American intentions from comment heard in the capitals of the world. If the reaction is weak, more pressure is applied. Should firmness be encountered, the Reds withdraw.

Meanwhile if they can nibble away at some of the smaller islands, they'll do it. They don't want to bite off anything big. If they do, as of right now at least, the Nationalists will beat them.

On Big Quemoy, largest of this island group, the Nationalists have three divisions. Little Quemoy, to the west, is garrisoned by another division, and the two smaller islands of Tatan and Ehrtan are held by a reinforced regiment. The Matsu group, comprising five main islands, are defended by some 15,000 Nationalists.

While holding these islands, the Nationalists not only prevent most Communist ships from reaching Amoy and Foochow but are able to pick up intelligence information. You might call these islands the eyes and ears we need to protect Formosa. Or in Army terms, they're the listening posts that protect the squad.

On the mainland just north of the Matsus is Santuao Bay. This is the best harbor for small craft between Shanghai and Hong Kong. It is here that the Reds could mass a large invasion fleet, just about 10 hours' sailing time from the north end of Formosa.

On the mainland opposite Quemoy, the Communists have massed a great conglomeration of artillery, some of it Russian. These guns can bombard the whole island area except for the eastern tip of Big Quemoy where the Nationalist airstrip is situated. But it seems clear to me that as long as the Nationalists can hold Quemoy and the Matsus, the Communists have little chance, if any, of successfully invading Formosa. For the powerful U.S. Seventh Fleet the flotilla of Red invasion craft would be like sitting ducks—and I'd like to be there with Admiral Pride to watch.

Good reason to shoot back

BUT suppose the Communists do launch a sizable invasion to capture any of the islands in the Matsus or Quemoy groups? It would present the U.S. with good reason to shoot back with atomic weapons and annihilate the Red effort. We have needed such a specific military target in the Pacific to prove to our friends and to the enemy as well that we mean business. We have talked much about massive retaliation, but they are words which mean nothing. We need a deed. And here on the offshore islands is the perfect opportunity for the U.S. to perform the deed.

Such an atomic strike would be directed at a specific act of aggression by the Communists. It would be limited. It would not bring Soviet Russia into the shooting. Russia has been so successful in waging cold war that she would not be likely to enter a hot war.

CONTINUED ON PAGE 162

For Quick Relief of HEADACHE NEURALGIA

Ease Pains of Headache,
Neuralgia, with Quick Acting
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against any preparation you've ever
used... See how quick relief comes.

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CHILD'S AUTO WITH MOTOR**

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Real Solder ANYONE can use

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At all Hardware counters. **a HERCULES product**

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FROM PAIN—AND MORE**

NOW GET RID OF THE CORN-FAST

New **BLUE-JAY** Plastic Corn Plasters with wonder drug **PHENYLUM**® relieve pain almost instantly—and get rid of your corn, too.



New drug gets to the bottom of your corn, helps loosen it so you can lift it out. **BLUE-JAY** plasters are now plastic—stay on when you bathe, fit like your skin. Regular or Ladies size. Callus plasters, too. Look for new package.

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for the modern family!*

Exclusive new

GIBSON

**"market
master"**



This exciting new refrigerator...Gibson "MARKET-MASTER"...

is unbelievably low priced at only **\$299⁹⁵**

Your obsolete refrigerator may be the down payment on the "Market-Master" and a companion freezer! (terms available)

30% MORE USABLE REFRIGERATED STORAGE AREA!

This amazing 11 cu. ft. refrigerator has the refrigerated storage area of a 15! One-third more shelf space lets you store one-third more fresh food.

NO FREEZER COMPARTMENT!

Gibson deliberately planned the "Market-Master" without one. Exclusive Gibson Freezer shelf freezes 36 ice cubes... never freezes food around it!

TRUE AUTOMATIC DEFROSTING!

Newest of all refrigeration systems...completely redesigned to cool with minimum frosting...never needs your attention!

COOLS EVENLY, KEEPS FOOD FRESH!

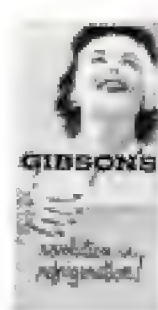
Newest "radiant" cooling system flows moist, cold air evenly from top to bottom. Keeps foods fresh longer!

20% LESS COST!

The biggest refrigerator bargain in 1955. With all its deluxe features, the "Market-Master" still costs 20% less than ordinary refrigerators of the same size. And "Market-Master" includes: exclusive Swing'r Shelf, 2 Swing'r Crisp'rs, adjustable shelves, 5 covered left-over dishes, 5 door-shelves, Butt'ry, bacon conditioner. PLUS . . . the Gibson-proved, dependable mechanism hermetically sealed in oil. 5 year written guarantee!

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Anacin not only gives stronger, faster relief from pain of headache, but is also safer. Won't upset the stomach and has no bad effects. You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven, active ingredients. Scientific research has proved no single drug can give such strong yet such safe relief as Anacin. Buy Anacin Tablets today!



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Quickly RID STOMACH OF GAS

The very instant they reach your stomach these new mints go to work—rid your stomach of painful excess acid fast. Your indigestion vanishes! That's because new BiSoDoL® Mints contain incredibly fast BiSoDoL medication—the kind doctors recommend. Don't suffer acid indigestion. Feel wonderful fast with new BiSoDoL Mints. At all drug counters.

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For quicker take-off, faster get-ahead, more passing power—ask your repairman for a Walker Silencer.

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RACINE, WISCONSIN

SOLDIER'S REPORT CONTINUED

I doubt that it would even cause Red China's Air Force to retaliate, even with ordinary bombs, against U.S. forces or Nationalist forces on Formosa. If they did, they could expect us to follow them back to base with atomic weapons and destroy them. Other Red military targets, including all their airfields from Shanghai south, would be annihilated. Never again must we deny ourselves the right of "hot pursuit" as we did in Korea.

The use of such force would stop Communist military aggression here and elsewhere in the world. Such an act of warning would "preserve the peace" for years to come. This may be a God-given opportunity to avoid a general war.

At the same time such an act would give encouragement to all the free world, especially to those weaker countries in Southeast Asia. They would know for certain that the U.S. can be counted on to stand with them and never again withdraw. They could honestly say, "Uncle Sam's with us now."

It is folly to believe that the U.S. Army will be needed again in the Far Pacific, except for training and to guard our own naval and air bases. I cannot understand why some of our own top Army leaders advocate their use and need if war breaks out.

There are millions of able-bodied young men available in Korea, in Formosa and in the other free nations of Asia. They are better fighters in their own lands than any troops that we may send.

Of course we will need to give air, naval and supply assistance. But, with loyal allies, never again should it be necessary to send American riflemen overseas. Nor, in any case, will it be possible to mass any large or concentrated units against atomic weapons.

Support for strong policies

IT is my belief that the U.S. will support a strong policy in Asia. It would indeed libel the American people to allege otherwise. It is only a weak policy that induces confused and weak public opinion. The almost worldwide wave of relief that greeted our shooting down of two Red Chinese fighter planes that sought to interfere with the rescue of passenger plane survivors off Hainan Island is proof of how the public reacts. For once we opposed the enemy with strength, and the free world applauded.

Let us also recall a similar wave of relief that greeted our intervention in Korea in June 1950. It was not until we showed weakness and lack of resolution following the entry of Red China into the war that weakness began to appear among our allies, among the nations of Asia, and ultimately in U.S. public opinion too.

In truth it is a weak policy that breeds dissension and recrimination among our allies and among our own people. It is a strong resolute policy that builds strong alliances backed by full public support.

Communist China now feels no significant pressure from the free world. Unless we are prepared to acquiesce to her aggressive designs, it is incumbent upon us as leaders of the free world to exert constant pressure on Communist China, aimed at undermining her position. With the assets at our command in the Far East, that process lies within our capabilities.



DETERMINED DEFENDER, Chiang Kai-shek, is portrayed on a wall on main Matsu island. Slogan beneath it proclaims: "Long Live The President."

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Eversharp dealers everywhere now offer this unusual opportunity to determine the smoother cutting ability and superior performance of Eversharp Power Lawn Mowers. Discover the advantages of owning the power mower that gives you more grass cutting features. Ask for your Free Demonstration now.

Self-propelled Reel and Rotary models available in 18" and 21" cutting widths, gasoline or electric. Priced from \$64.95. Eversharp "Hornet" Electric Grass Trimmer \$27.95.

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Shoe Dressings

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RATED FIRST WITH
MOST FOR THE MONEY

This lightweight compact Olympic is AMERICA'S FIRST TELEVISION SET PRICED UNDER \$100. Olympic gives you value, quality and low price!



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Silf Skin
full-fashioned pantie girdle

no crotch seams . . .

no seams anywhere!

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enjoy seamless comfort!

WHY SUFFER in an ordinary pantie girdle that's cut and sewed together with bulky 2 and 4 ply seams—irritating seams which chafe, bind, cut and rub in the crotch area.

BE COMFORTABLE in a Silf Skin pantie girdle—knit from one continuous strand of elastic yarn and, by a new patented process—*entirely without seams!* This lightweight,

powerful fabric is full-fashioned to fit without a wrinkle . . . preshrunk to hold its shape even after hundreds of washings.

WEAR a figure flattering Silf Skin for smooth, smart, naturally comfortable support. Once you try the *only* full-fashioned seamless pantie girdle in the world—you'll never settle for seams again!

\$5 at fine stores everywhere (Style #200)

Other full-fashioned Silf Skin girdles and pantie girdles at \$5 (rayon elastic), \$7.50 (nylon elastic), \$10.95 (pure silk elastic).

For name of store nearest you, write SILF SKIN, INC., 10 East 39th St., New York • 510 King Street West, Toronto, Canada.

YOU DON'T NEED TO PAINT AGAIN*



WON'T RUN DOWN HAND! When properly handled, SPRED SATIN stays in your brush. This means easier painting of overhead surfaces; means less cleaning up, too.



BLUE JEANS TO PARTY DRESS in 2 hours! She painted in the afternoon, entertains same evening. SPRED SATIN dries in 20 minutes. Rooms go back in use quickly.



YOU CAN TOUCH UP any spots you miss. Touchups blend in so perfectly you can't locate them later. And you get no "sags" or brushmarks in SPRED SATIN.



NO EXTRAS TO BUY—you need no turpentine or solvents. No fire hazards while painting. Clean brush or roller under water tap.



LET THE KIDS HELP. Painting can be a family affair with SPRED SATIN. You'll be surprised how fast you can do large wall areas. SPRED SATIN flows on smoothly, twice as fast

as ordinary paint. No sign of where "painters" meet. What if sister spatters the woodwork? No problem. Clean it up quickly and easily with a damp cloth.



THIS CAN'T HAPPEN with SPRED SATIN. Try the "coat sleeve test." Rub your elbow hard across any (dry) wall that has been painted with flat paint. See a glistening streak? The paint isn't SPRED SATIN. Diagrams below tell why...



Paint pigment is at the surface of ordinary flat paint. Rubbing wears pigment particles down, causes light, shiny streaks. Washing will do this, too.



In SPRED SATIN, the pigment is contained inside the latex film. Rubbing or scrubbing can't polish it. No shining streaks. Washing will do this, too.

until you want to change colors!

SPRED SATIN

THE 100% LATEX WONDER WALL PAINT

Still no other paint like SPRED SATIN! Its *stay-fresh* colors last practically forever. Reason—SPRED SATIN dries to a tough, latex film. Dirt and grime can't permanently stain it. You can wash and

scrub SPRED SATIN time after time. Many people do—then write in and thank us for the fresh “new” paint job. See what one SPRED SATIN fan says in an unsolicited letter . . .

* **“AFTER 4 YEARS, LOOKS LIKE A NEW PAINT JOB”**, writes Mrs. W. T. Corley of Dallas, Texas. Shown at right with her four children, Mrs. Corley reminds us in her letter that active children always mean “a great deal of wall cleaning”. She says she has spot washed her walls many times but “never has there been a difference in the color at that spot”.

MRS. CORLEY PRAISES SPRED SATIN colors by saying, “the tubes of coloring which you all have so thoughtfully figured out enable the average person to match any color”.

AND HERE'S A DO-IT-YOURSELF TIP: Mrs. Corley tells us she tried SPRED SATIN on some cloth lampshades and made them look like new!

See Arlene Francis, Star of NBC-TV HOME Show demonstrate SPRED SATIN



*Mrs. W. T. Corley, Dallas, Texas, demonstrates washable SPRED SATIN



BIG 4-INCH COLOR CHIPS mean you can't miss on colors. The large size makes comparing easy and chips have information printed on back so you get perfect harmony with other colors. See this Dramatone Color System at your SPRED dealer's.



HOSPITALS APPROVE SPRED SATIN—there is no unpleasant odor; no harmful fumes. Painting can be done without moving patients from wards or rooms, if necessary. Washable SPRED SATIN is more sanitary, too. *Be safe—with SPRED SATIN!*

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COP IN CONTROVERSY, Police Chief Francis McManus of New Haven, Conn., banned rock 'n roll.

ROCK 'N ROLL

A frenzied teen-age music craze kicks up a big fuss

The nation's teen-agers are dancing their way into an enlarging controversy over rock 'n roll. In New Haven, Conn. the police chief has put a damper on rock 'n roll parties and other towns are following suit. Radio networks are worried over questionable lyrics in rock 'n roll. And some American parents, without quite knowing what it is their kids are up to, are

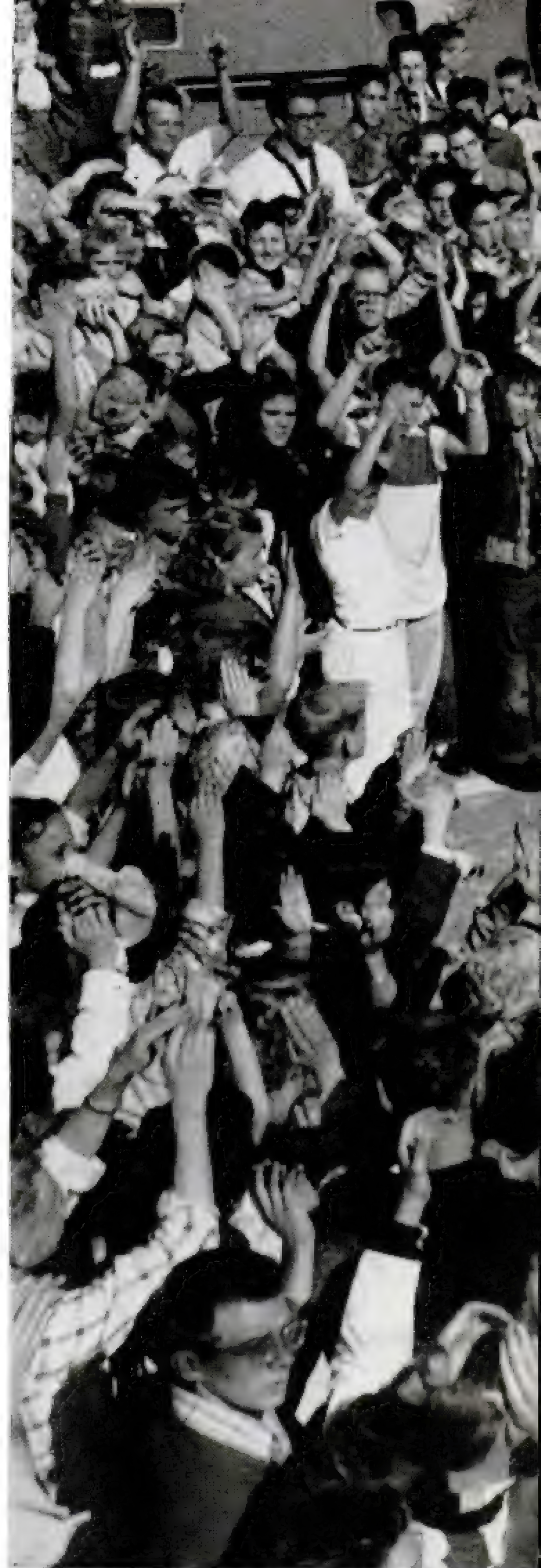
worried that it's something they shouldn't be.

Rock 'n roll is both music and dance. The music has a rhythm often heavily accented on the second and fourth beat. The dance combines the Lindy and Charleston, and almost anything else. In performing it, hollering helps and a boot banging the floor makes it even better. The over-all result, frequently, is frenzy.



ORIGINATOR of craze, Disk Jockey Alan Freed of New York's WINS, has fans with lettered jackets.

JUMPER, shoeless girl of Boston's famous Totem Pole, hops up to swing across floor to *Ko Ko Mo*.



A CROWD OF 1,500 GUESTS OF DISK JOCKEY AL JARVIS





CLAP HANDS TO KEEP THE BEAT BOTH HEAVY AND HAPPY AS TWO JIVING COUPLES ROCK 'N ROLL IN THE PARKING LOT OF A SUBURBAN LOS ANGELES SUPERMARKET



ROCKING couples demonstrate dance craze in San Francisco TV studio with an ice cream parlor set.



ROLLING, Herbert Hardesty lies on floor honking out a sax solo of *Don't You Know* as rhythm section

of Fats Domino's band beats out accompaniment at 54 Ballroom in Los Angeles. The fans loved it.



CONTINGENT OF BOUNDING DANCE FANS AT EASTER SHOW IN BROOKLYN'S PARAMOUNT THEATER GREET ROSTER OF ROCK 'N ROLL STARS PERFORMING LATEST SONGS ON STAGE

A QUESTION OF QUESTIONABLE MEANINGS

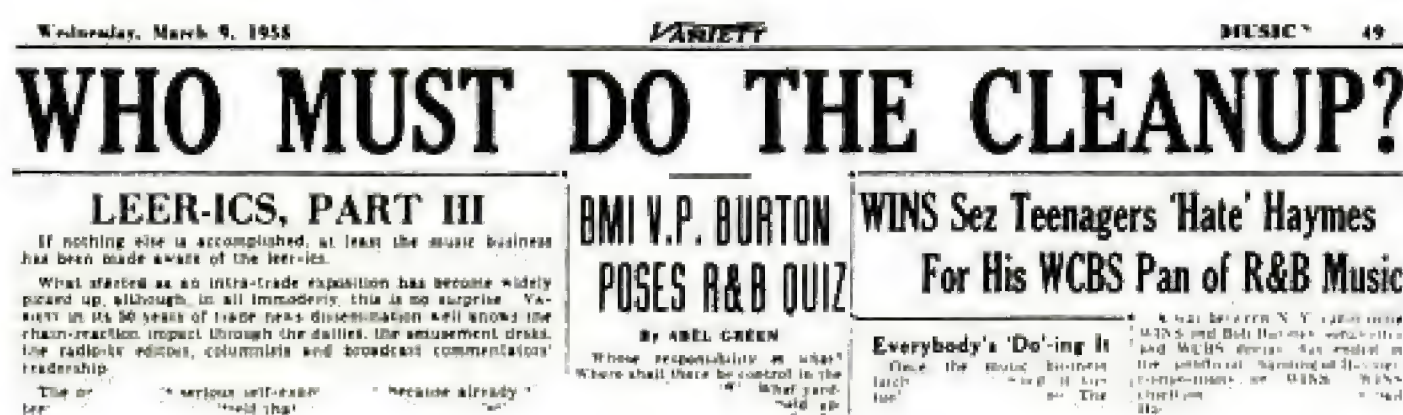
The heavy-beat and honking-melody tunes of today's rock 'n roll have a clearly defined ancestry in U.S. jazz going back to Louis Armstrong and Bessie Smith of 30 years ago. Once called "race" records, and later "rhythm and blues," the music was first performed by Negroes and sold mostly in Negro communities. During the past years as the big record companies concentrated on mamboes and ballads, the country's teen-agers found themselves without snappy dance tunes to their taste. A few disk jockies filled the void with songs like *Ko Ko Mo*, *Tweedlee Dee*, *Hearts of Stone*, *Earth Angel*, *Flip, Flop*, and *Fly, Shake, Rattle and Roll*, and the name rock 'n roll took over. On a list of 10 top juke box best-selling records last week, six were r 'n r.

But parents and police were startled by other rock 'n roll records'

words, which were frequently suggestive and occasionally lewd. *Variety*, the show-business weekly, cranked out indignant stories (left) about "leerics" in the rock 'n roll or rhythm and blues songs. *Cash Box*, the juke box trade journal, countered that much of the suggestiveness was read into the songs by low-minded listeners and challenged anybody to find smut in the top rock 'n roll numbers.

By this time, however, the music had gained such an exaggerated reputation that the worst meanings could be found in the most innocent phrases. Radio, TV and record

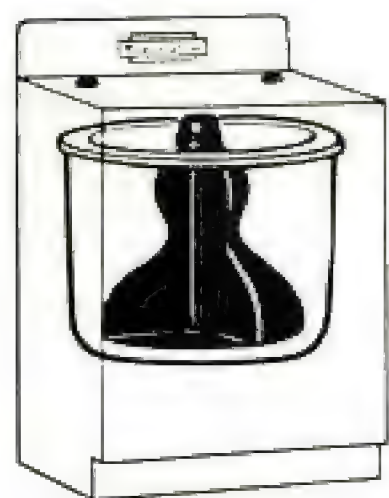
censors listened not only to rock 'n roll but also—with good reason—to the lyrics of pop records. But hardly a teen-ager afoot had time to listen. They all seemed to be busily and blithely rockin' and rollin' around.



DEMONSTRATION is given for Arthur Murray in one of his New York studios. Murray and wife (*center*) studied rock 'n roll routines, watched for dance tips.



ADMIRATION shows on the Murrays' faces as they watch rolling dancer rock partner. Murrays concluded that new craze is a healthy dance for teen-agers.

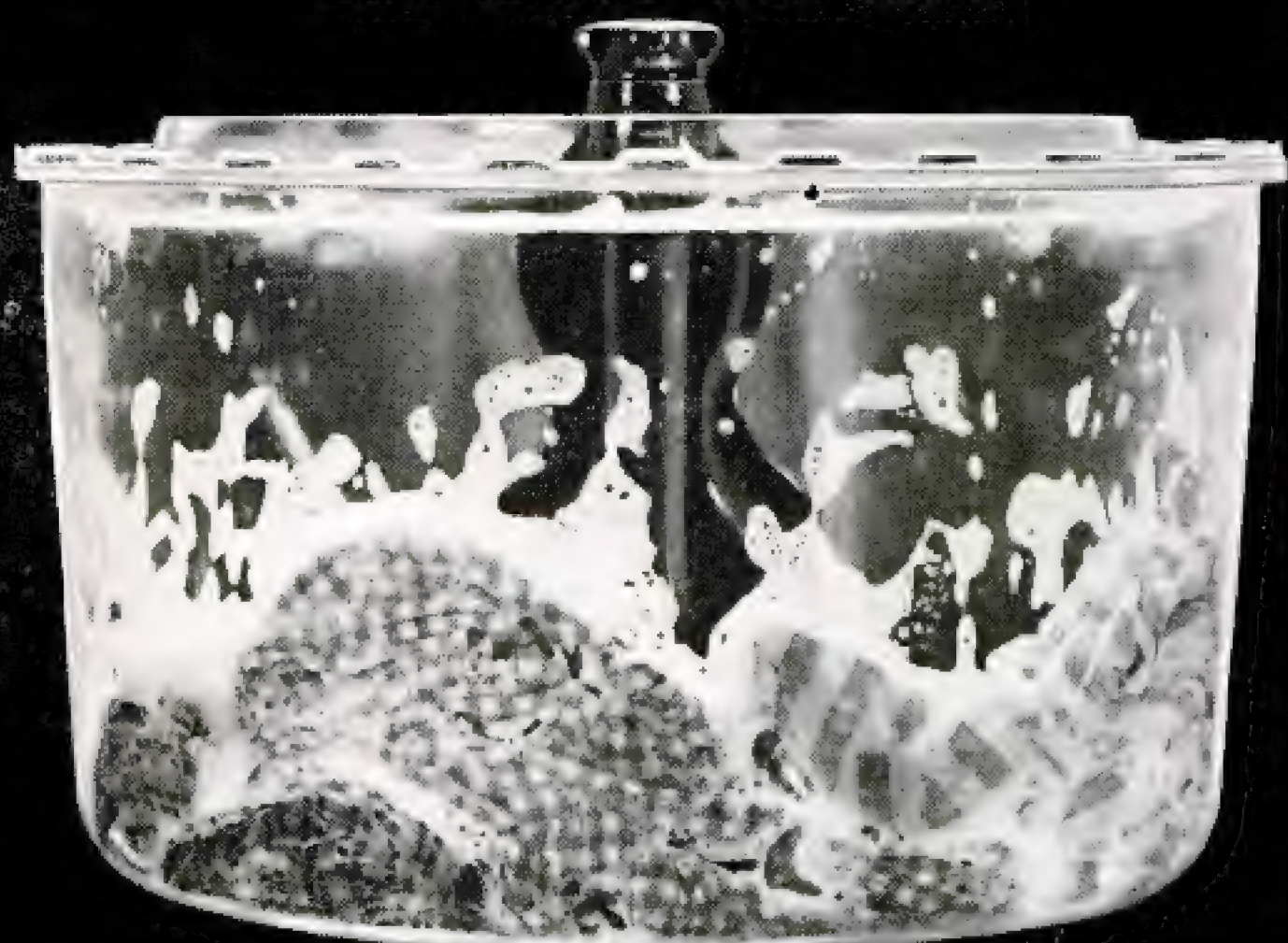


Actual photographs of transparent automatic washers prove:

all with "controlled suds"
rinses out completely!

Leaves no suds scum on clothes!

See how thick, soapy suds
can leave dull film!

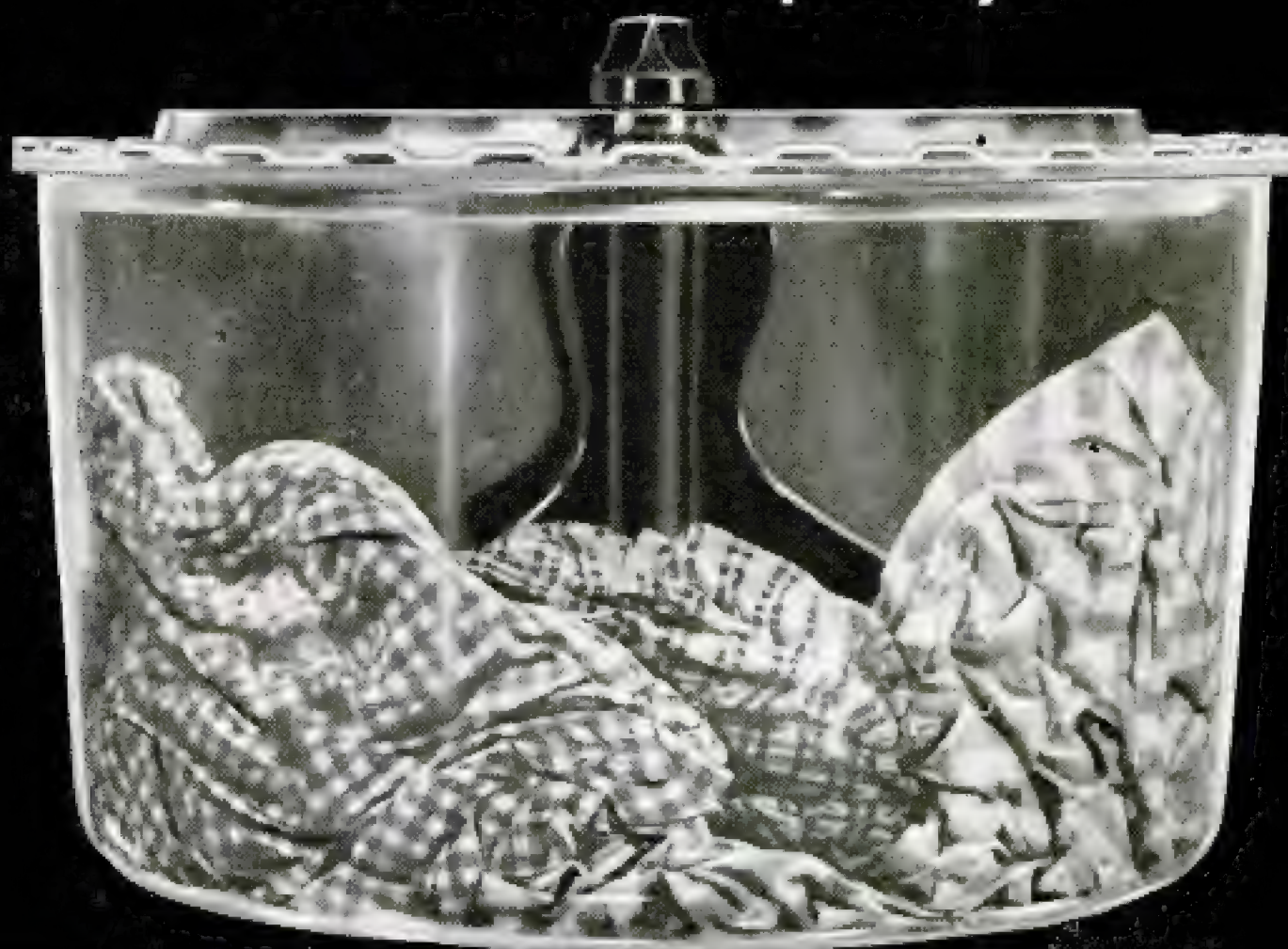


The wash water has been drained from this tub... but the thick suds linger on.

They stick to the fabric, hide in the folds of fresh-washed garments, and stubbornly refuse to rinse out. (This is easy to understand when you remember how difficult it is to rinse thick suds down the drain of your kitchen sink!)

When thick suds aren't rinsed away they can deposit dirt back on clothes, can cause a dull grey film. A wash just isn't completely clean unless it's rinsed completely clean.

See how **all** with "controlled suds"
rinses out completely!



But look at the difference with **all**! No suds clinging to clothes after the water has been drained away.

With **all**, you can be sure your automatic washer will perform the best possible rinsing job. **all** with "controlled suds" won't stick to freshly washed fabrics. **all** leaves no suds scum to dull colors and make whites look grey.

Be sure to use **all** and nothing but **all** in your automatic washer. Remember... no thick-suds detergent can wash so clean yet rinse as free as **all**!

No thick suds detergent can wash so clean yet rinse as free as **all**!

— that's why automatic washer makers prescribe

all with "controlled suds"!

Your grocer carries **all** in just the right size, including handy, money-saving 25-lb. packages and pails.

P. S. Now available! **DISH all**, the new detergent prescribed for electric dishwashers. Developed in the Monsanto Chemical Co. Research Laboratories. **DISH all** makes glasses look "hand-polished," ends stubborn spotting on silverware.



all is made by **MONSANTO** where creative chemistry works wonders for you

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The Bonuses Keep Coming!

Right now more people are buying LIFE than at any time in our history, a direct reflection of the extra values LIFE is putting into its editorial pages in 1955.

"America's Arts and Skills" (page 108 of this issue) is just one more example of the kind of "bonus" features LIFE readers have come to expect of each week's LIFE, along with hundreds of eyewitness news pictures of the world's great events.

Coming in LIFE are such multi-chapter series as the "Truman Memoirs," "The MacArthur Story," "The Development of Man." These—plus the continuing installments in LIFE's "World's Great Religions" and "America's Arts and Skills"—guarantee that you will get more than your money's worth from LIFE throughout the rest of '55.

By using 50% more color pages than you saw last year, LIFE has been able to add a new dimension to its news reporting of world people and events. And LIFE includes in each issue some lavish "extra" feature, alone worth the price of the magazine.

Just glance at some of the things LIFE readers are saying about these LIFE "extras." These are just a sampling of the kind of comments LIFE keeps receiving from regular readers, who this year are finding LIFE an ever more valuable and rewarding magazine to read and to save. And if you have been missing out on this most exciting year of LIFE, now is the time to reserve your copies for all the bountiful weeks ahead.

To order your subscription now—just use the postpaid order form bound into this issue.

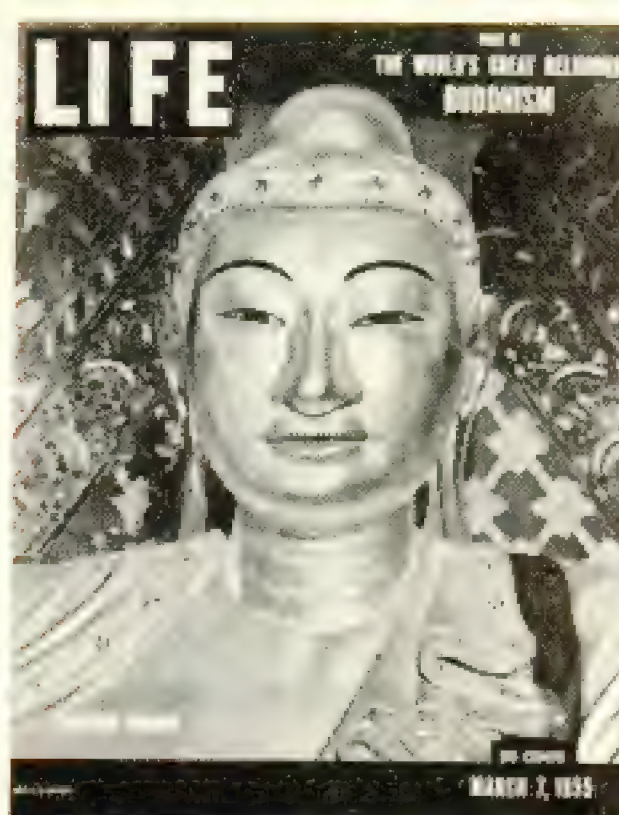
What readers are saying about LIFE in 1955:



VOYAGES TO PARADISE

"Eliot Elisofon's hypnotic pictures of the South Seas in LIFE suggest that another musical play be written about this area. This time the story should concern the people who are born there and live there."

Oscar Hammerstein II



WORLD'S GREAT RELIGIONS

"This series will do much to enlarge our perspective and understanding of the different religions of the world."

Harold Stassen

THE GOOD SHEPHERD

"The Good Shepherd is a magnificent story of our Navy in the Atlantic during World War II."

Admiral C. W. Nimitz



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in my maidenform bra*



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LOOK!..LOOK!..THE



Plymouth Belvedere Club Sedan



Trust the young to spot the truth! And the truth is that the newest and most exciting thing in the world of motoring today is **THE FORWARD LOOK!** The 1955 Plymouth, Dodge, DeSoto, Chrysler and Imperial cars!

So striking are these cars in their beauty and in the brand new values and benefits people find in them that sales have already doubled!

Here is a **new style** to the liking of American motorists—low, long, colorful, with a feeling of motion even when the car is standing still!

Here are **more new driving advances** than any other cars can offer . . . exclusive engineering achievements that even surpass what America has come to expect from Chrysler Corporation:

The **swept-back windshield that wraps around fully—at the top**, as well as at the bottom—adding to the gracious lines of the car

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and giving you the *widest eye-level vision* of any car! The **unique** **powerdrive selector**, placed the modern way—**on the instrument panel!** The **smoothest and simplest of all no-clutch powerdrives**, *PowerFlite*: it's also the most trouble-free! The **finest engines**—*powerful 6's* and the only American passenger car V-8 engines using highly efficient airplane power principles! Exclusive **full-time Coaxial Power Steering** that starts assisting you the

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See and drive the cars with THE FORWARD LOOK at your dealer's *now*: the 1955 Plymouth, Dodge, De Soto, Chrysler and Imperial. You will find more beauty, greater responsiveness and control and more lasting value than you will in any other cars today!

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When company drops in right before dinner...

It's easy to be hospitable—if you have Chef Boy-Ar-Dee Meat Balls with Gravy on hand!

Simply heat and pour over macaroni—or noodles or rice. So quick your company won't feel they've put you out. So good *you'll* feel you're really feeding them right.

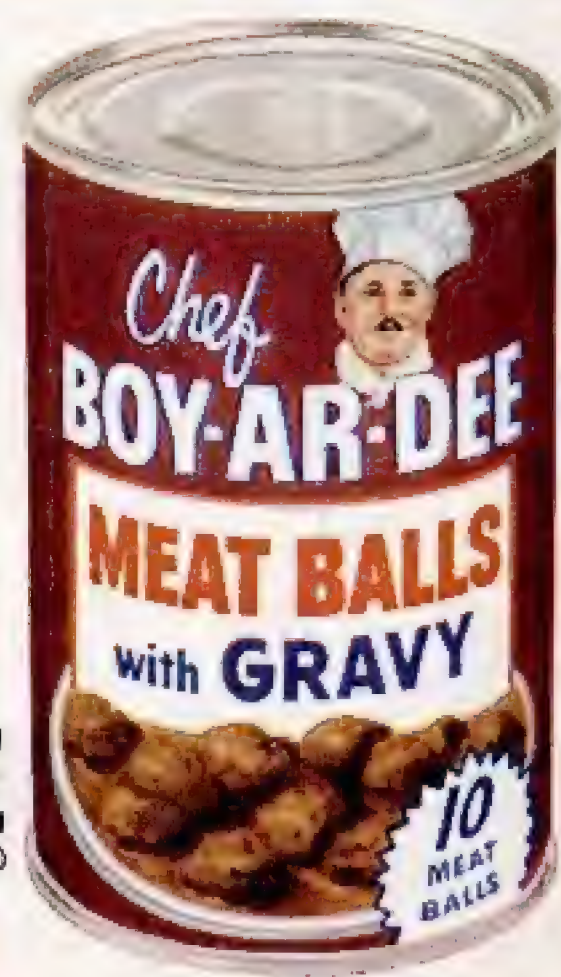
You get 10 plump, pure-beef meat balls per can,

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Try them all. There are so *many* times when it's fun to let Chef do the cooking for you!

Quick pure-beef **CHEF BOY-AR-DEE**
Meat Balls with Gravy





ATTENDING SERVICES IN THEIR CONVERTIBLE, A YOUNG FAMILY HEARS PASTOR ROBERT WHITE PRAY FROM THE GLASS-WALLED DRIVE-IN CHURCH BUILDING

DRIVE-IN CHURCH

Floridians worship in cars

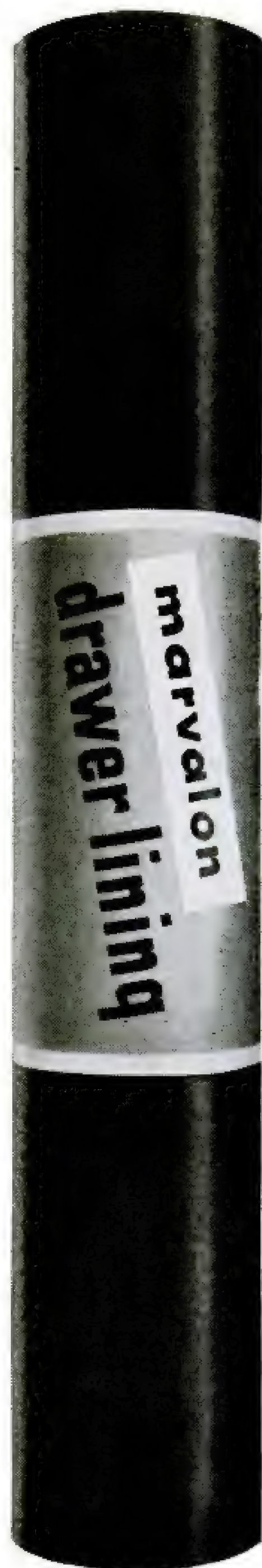
Tired of meeting in a funeral parlor, the Presbyterian congregation at Venice, Fla. badly wanted a church of their own but had almost no money. Then, observing the widespread success of services held in drive-in movie theaters, the Venetians hit on the idea of deliberately designing a drive-in church.

The Home Missions office bought them a tranquil 8.5-acre tract of pine trees. Architect Victor Lundy drew plans for a shedlike but impressive two-story building for pulpit, organ, choir and Sunday school. With the help of a contractor who belonged to the congregation, the Presbyterians got their new building, and a new way of worship, for only \$7,600.

FACING CONGREGATION of cars amid pines, Reverend Robert White pronounces the invocation.



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material for lining
shelves and drawers
— MARVALON!**



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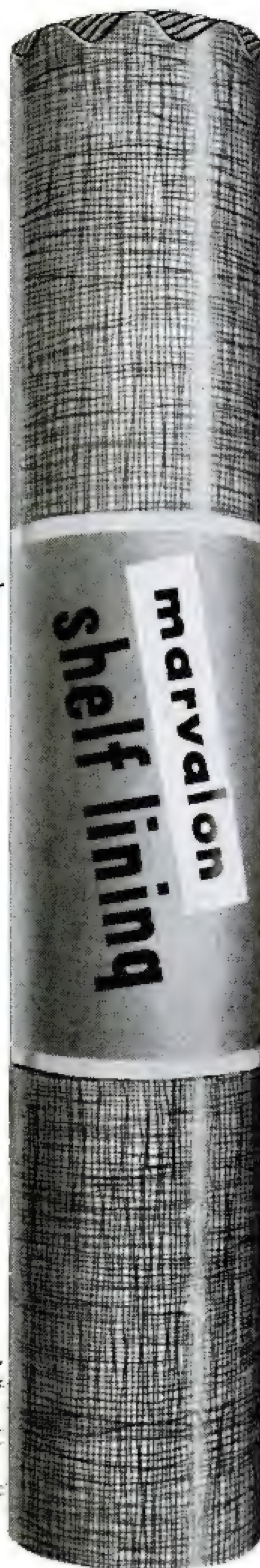
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Marvalon Shelf Lining has an attractive scalloped edge—comes in a wide variety of decorator colors and patterns.

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The Munising Paper Co., Munising, Mich. (Subsidiary)

DRIVE-IN CHURCH CONTINUED



CARSIDE COMMUNION of grape juice is brought to Mrs. Chris Lewis and her husband, who is partially crippled and cannot easily attend regular

PROBLEMS AND REWARDS

Some caustic observers took a dim view of the drive-in church. "Who has the popcorn concession?" asked one. "How do you take the collection, sell tickets?" asked another. Pastor White had his own misgivings about the church's lack of group fellowship and about the reluctance of many people to worship in such an untraditional



OPEN-AIR OFFERING, taken by these six ushers who pass among the cars, averages \$170 each Sunday. This is not enough to make the drive-in



services. "This is wonderful for us," says Mrs. Lewis. Communion is brought to all who are unable to leave cars for distribution at a table near the building.

OF PRAYER IN THE OPEN

setting. But he soon discovered its own unique value: for those unable to leave their cars, for the hard-of-hearing, for those who for many reasons avoided traditional churches. White now finds that the drive-in church, its loudspeakers set among the trees, also provides an extra spiritual dimension, brought on by the sun, the pines and the birds.



church self-supporting but the congregation is growing rapidly. Attendance averages 75 during summer months and 270 during the winter tourist season.

CONTINUED ON NEXT PAGE



Music is a "youthener." It keeps heart . . . as well as fingers . . . limber—fills your life with companionship beyond compare.

it's more than an organ... it's the best years of your life!

Play a simple air on this Baldwin Orga-sonic Spinet Organ . . . touch a stop and hear it in strings, flute or oboe. That's the joy you'll find in this most exciting home organ—the endless variety of exciting things you can do even if you know only a little about music! For the Orga-sonic is designed for people like you . . . and there are thousands of them . . . busy people who, until now, have never had time to revel in the joy of music they play themselves. See your Baldwin Dealer . . . let him show you the infinite variety of music . . . organ, orchestra, dance band—that is yours only with the Orga-sonic Spinet Organ.

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SINGING AND PRAYING, car occupants follow the service. A woman (above) joins in a hymn, another (below) bows her head during a prayer.

MEMO TO A BUSY LADY...

CUT DUSTING TIME IN HALF WITH NEW Specially Treated

YOU'LL LOVE IT! ABSORBS ALL DUST - WON'T SCATTER IT. IT'S REWASHABLE TOO - UP TO 20 TIMES.

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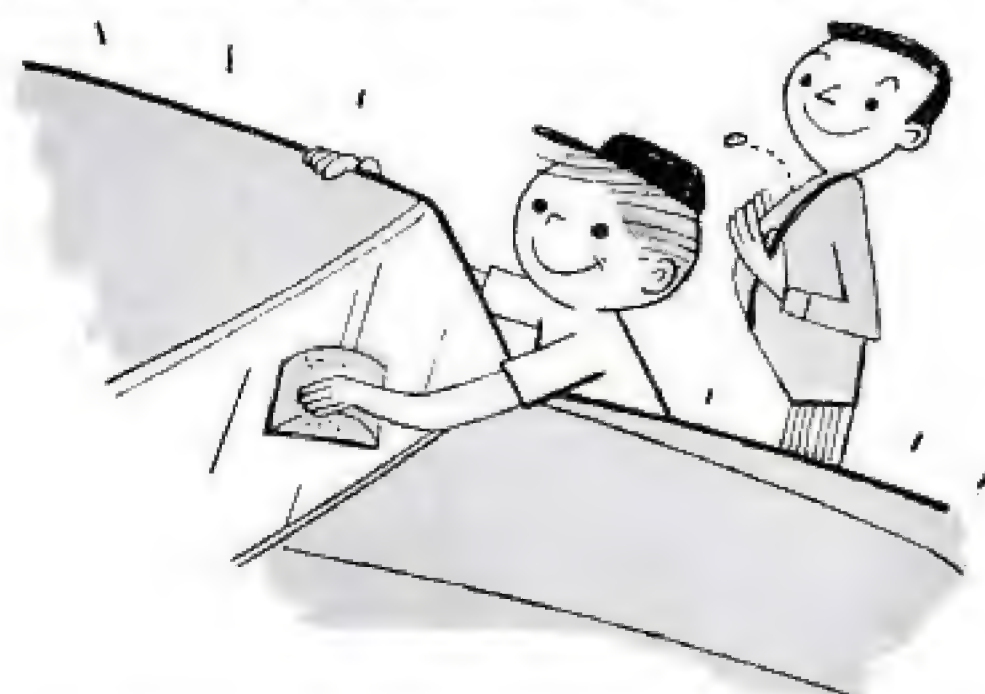




When Dad does dishes, here's advice:
A Du Pont Sponge is neat and nice.
His sponge'll be so handy then—
He may even offer to help again!



Baths no longer bring on tears,
Give that Du Pont Sponge 3 cheers!
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Now bathing's fun! Let's get 3 more!



Junior's washing the family bus.
He'll do it fast with leastest fuss.
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Dad says the car is really bright!



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Here are 6 good reasons why!

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*Turtleback Sponge
for car washing.
Shaped for easy use.



the enlightened man wears

'BOTANY' ^{brand} '500'* *tailored by* DAROFF

for the minimum in weight...

to give the maximum in cool well-dressed comfort...

You'll be enlightened to know that these lightweights are as fashion-right as they are ounces-light. This means that in your 'BOTANY' '500', tailored by DAROFF you feel comfortably cool and look fashionably well-dressed.

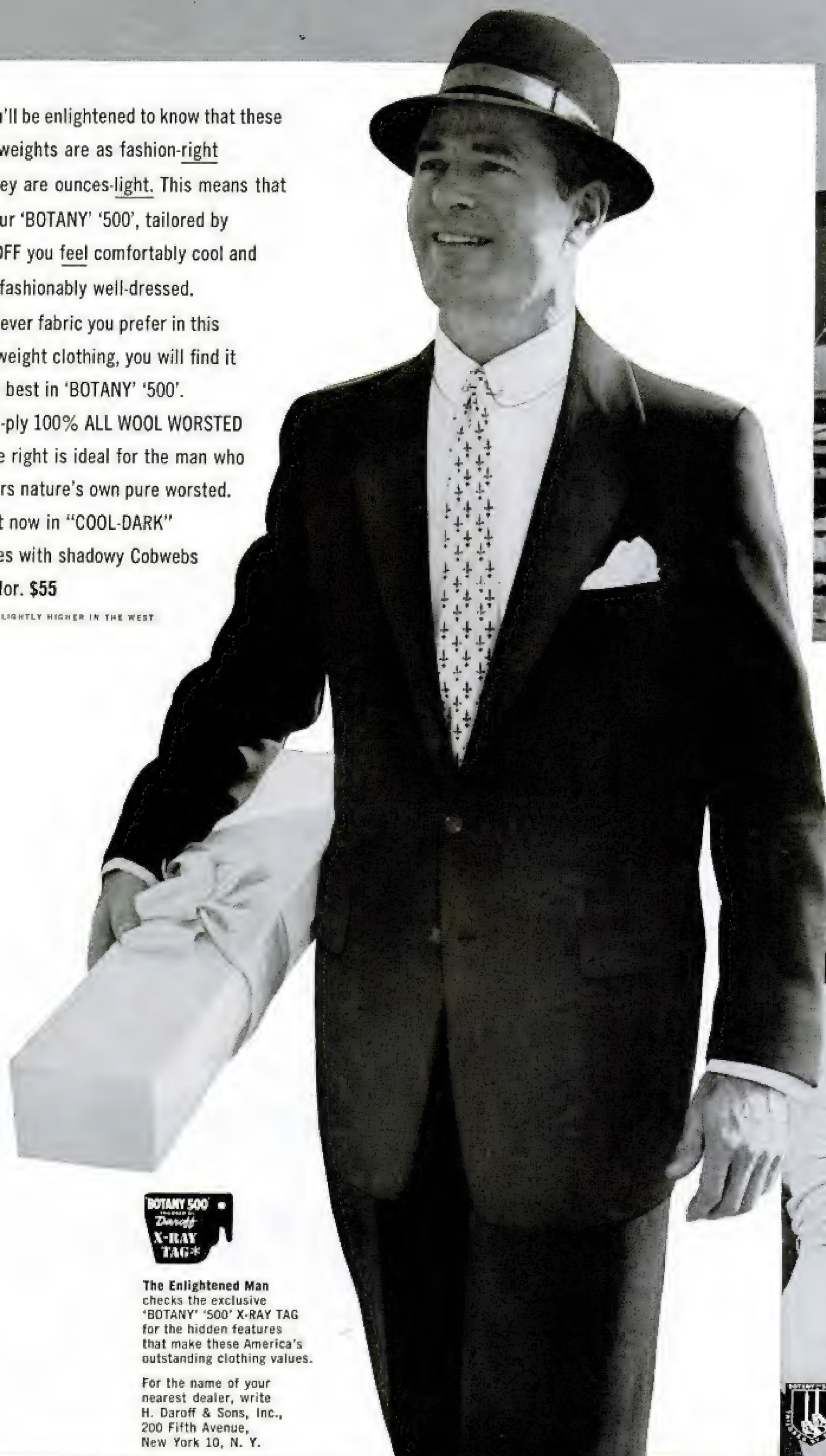
Whatever fabric you prefer in this lightweight clothing, you will find it at its best in 'BOTANY' '500'.

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Shades with shadowy Cobwebs of Color. \$55

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For the name of your nearest dealer, write H. Daroff & Sons, Inc., 200 Fifth Avenue, New York 10, N. Y.



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DACRON®-WORSTED Blends...in "COOL-DARK" Shades, with pleasing cobweb underweaves of color. \$55



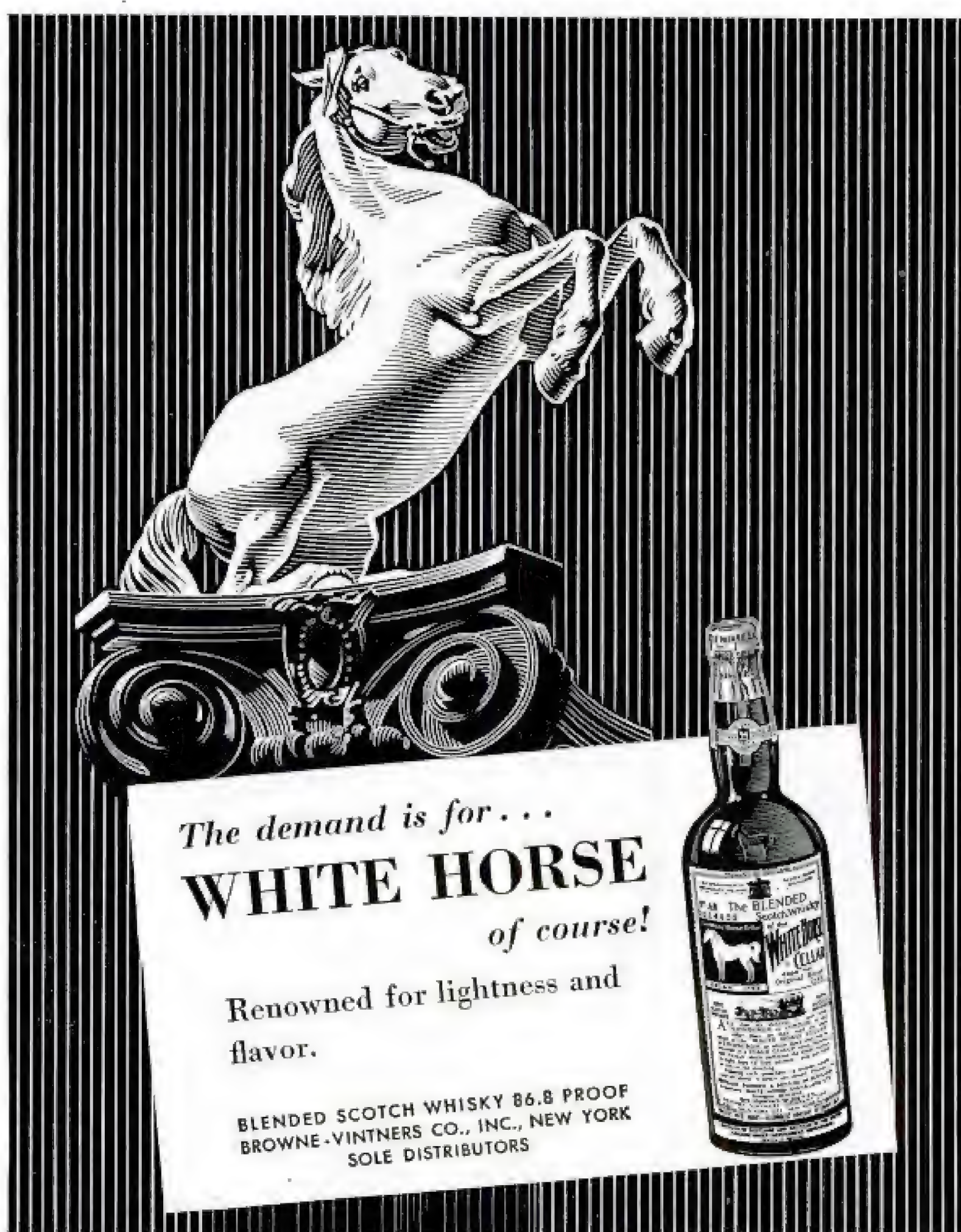
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WHAT'S GOING ON IN KOREA?

Pausing, peeking but still perplexed, South Koreans passing the walled grounds around the capitol in Seoul were wondering just what curious kind of business could be going on inside. Some gawked through the slits in the wall. Others craned for a better look over the top, but from any angle the sight inside looked just as strange.

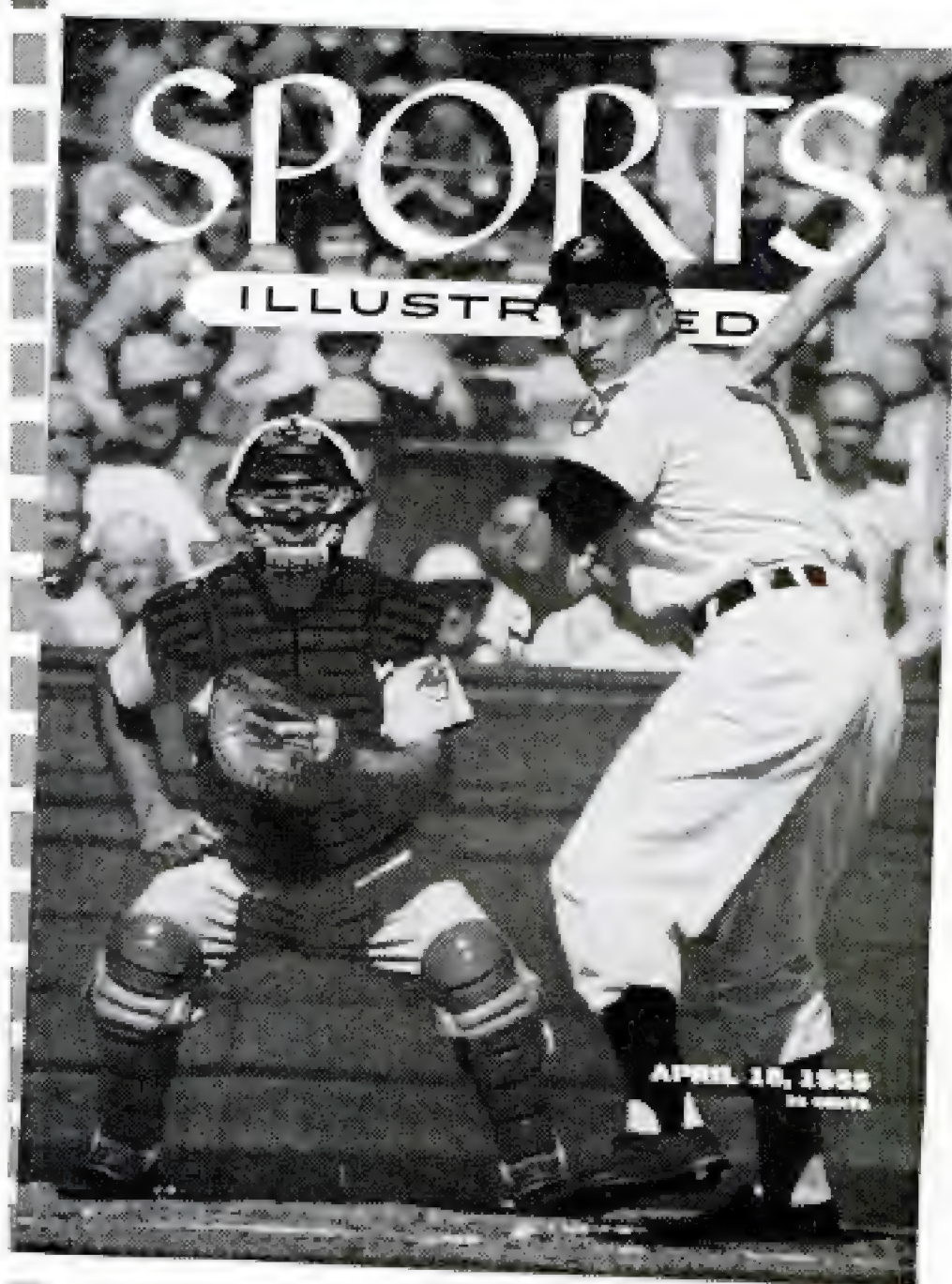
TURN THE PAGE TO FIND OUT



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SPELLBINDING SWING is taken by Eighth Army Corporal Dave Wagenvoord as a gallery of young Koreans move in close for a better look at this game. In Korea, where golf is almost unknown, Corporal Wagenvoord finds

the spacious capitol grounds make a pretty good practice fairway. Koreans do enjoy Western sports like baseball, soccer and boxing, but they also like "joyous stone fights," a game in which one team throws rocks at another.



The syrup's the secret! Log Cabin has *real* maple flavor because it has *real* maple sugar in it—perfectly blended with other sugar. That's why Log Cabin is the secret of better-tasting waffles.

- Idea! Try Log Cabin on cold cereal.

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like HEINZ!



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● **You'll find a Heinz Pickle** to please every taste—in jar sizes to fit every need. Try the new Heinz Hot Dog Relish and Heinz Hamburger Relish to spruce up deviled eggs and cold cuts. Heinz Fresh Cucumber Pickle, Sweet Gherkins, Genuine Dills and other favorites make sandwiches super. And you can honestly *taste quality* in every one of Heinz 21 pickle products!



Bright, Easy Dishes For A Bright New Season!

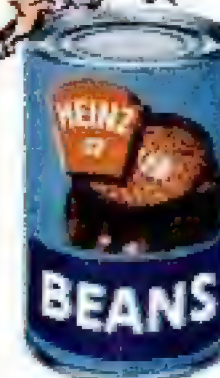
by Lila Jones

*For a tempting, filling
mainstay!*

● **Sausage Rolls**—Trim crusts from bread. Spread with Heinz Yellow or Brown Mustard. Roll cooked pork sausage in each slice. Pin with toothpick. Broil. Serve with Heinz Spaghetti.



Saturday night special!

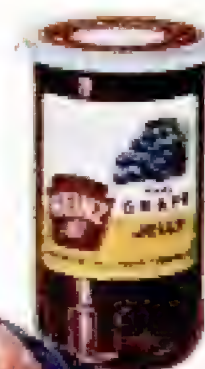


● **Bean-Cheese Casserole**—Pour 16-oz. can Heinz Vegetarian Beans into 1½-qt. dish. Sprinkle with 2 Tbs. minced green pepper, ¼ cup minced onion. Add 2nd can beans. Top with ¾ cup grated process American cheese. Bake at 375° F. for 35 min. (Serves 4-6.)



Serve a cool, quick dessert!

● **Frozen Fruit Delight**—Turn refrigerator to very cold. Melt ⅓ cup of your favorite Heinz Jelly over low heat. Add 9-oz. can crushed pineapple. Cool. Whip 1 cup whipping cream until stiff. Fold into the jelly. Freeze. (Serves 6.)



*How to delight hungry
youngsters!*



● **Egg-and-Cheese Boats**—Heat oven to 350° F. (moderate). Mix 4 hard-cooked eggs, chopped, ¼ cup minced parsley, 1 cup grated process American cheese, ¼ cup Heinz Ketchup, 2 Tbs. Heinz India Relish, ½ tsp. salt. Slice tops off 6 frankfurter rolls. Hollow out centers—add filling—top with crumbs. Bake 15 min.

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*You know it's good
because it's Heinz!*

● Watch Heinz TV shows every week: "STUDIO 57", a half-hour of dramatic entertainment; and "CAPTAIN GALLANT", an adventure series for all the family. See newspaper program listings for time and channel.



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Guaranteed no ironing! Because they're Coronized!* Your home can have this lovely, fresh look. All it takes is a houseful of Fiberglas curtains and draperies that filter the sun . . . letting sunshine *in* while keeping the hot glare *out*. Fiberglas curtains and draperies stay fresh! They shed dirt . . . as well as summer work. They wash and hang in 7 minutes without a touch of ironing . . . will never shrink, stretch, mildew, rot or burn. Brighten your summer with Fiberglas curtains and draperies . . . now in sun-loving colors at smart stores, everywhere. Owens-Corning Fiberglas Corp., New York 22, N. Y.

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*makes good things better
... makes new things possible*

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OUT OF HEARTBREAK A HOME

**Child-size woman helps outsize brood
to grow up more happily than she did**

by WILLIAM BRINKLEY

ONE day late in 1953 a conscientious young social worker named William Flynn was going over the records of the Child Welfare Board in Columbus, Ohio, of which he had just become case-work director. The particular files he was looking at concerned the placement of children in foster homes, which is one of the board's main jobs. Suddenly he came upon what looked like a shocking example of laxity on someone's part. For here were the names of 10 children between the ages of 9 months and 17 years who had all been placed in one home. Furthermore, one of them was suffering from cerebral palsy, another from a cleft palate and still another was a postpolio case. And when Flynn looked for the name of the family that had taken on this appalling burden, he found but one name: "Georgia Bowen. Age: 39. Marital Status: separated."

Flynn summoned an assistant. "Who's this Georgia Bowen and what's she doing trying to take care of 10 of our kids all by herself?"

"Georgia Bowen? Oh, yes, she's the dwarf."

Flynn jammed on his hat, jumped in his car and, muttering about what they hadn't taught him in graduate school, drove to Georgia Bowen's address.

Number 973 Linwood Avenue was a big, comfortable looking brick house in a quiet old street. The woman who answered the doorbell gave the 6-foot-4-inch Flynn a broad smile from the large head that rested on her misshapen body at about the level of his belt buckle. After Flynn explained who he was Georgia Bowen asked him in.

As she led him inside with her ducklike gait, Flynn decided that she must be a little over 4 feet tall. He also decided that there certainly were at least 10 boys in residence, and quite possibly a couple more—whooping, yelling, squealing, shrieking, chirping, cackling and making other unclassifiable noises appropriate to the ages of 9 months to 17 years. Two of the residents were yelling "Bang!" as they ambushed each other in the front hall; in a room beyond, two more urged toy automobiles into a head-on collision under the noses of a pair of excited dogs; on the dining room table three more were pyramiding dominoes to satisfying crashes, while in the living room one was whizzing a Yo-yo around his head while another tickled the feet of a 9-month-old.

Hesitantly Flynn suggested that there might be a quiet corner somewhere where he and Mrs. Bowen could talk. Tactfully he began by asking if Mrs. Bowen did *all* the housework. Yes, he discovered,



A HAPPY HOUSEFUL surrounds Georgia Bowen as she stands amid 10 of the 11 handicapped or underprivileged boys she cares for. At top right is her son Gene.

this woman barely as tall as a stove top did all the cooking, washing, ironing, sewing, bath-giving, supermarketing and play-supervising. What about the braces for the boy who was a postpolio case, the special feeding for the boy who had cerebral palsy? It was difficult, but she did it, said Mrs. Bowen.

Flynn had noticed that the front steps of the house were pretty steep. How did Mrs. Bowen get the boy with cerebral palsy down them and into a taxi for his special school every day? "I just kind of jack him up under my arm and lug him down," was the answer. What about discipline? This, it seemed, was a literal triumph of mind over matter. Even the boys who were bigger than she got occasional swats from her ping-pong paddle, Mrs. Bowen said.

William Flynn was beginning to be swayed. He asked what he considered the most revealing question. What did Mrs. Bowen feel like doing when the children were racing all over the house and screaming? "Well," she answered, "I feel like going out the back door and never coming back. But I know I'll get over it."

The honesty of that answer won Flynn over. He spent about an hour with Georgia Bowen and her 10 children that day and came away not only convinced but amazed. In the months since then Georgia Bowen's "family" has constantly changed as the welfare board has sent her new children and taken away those whom her care has benefited. And what Flynn learned in those months about Georgia Bowen has amazed him more.

Georgia Bowen was born in 1915 into a family of solid Midwestern stock with no history of ancestors having anything but conventional physiques. Her three brothers grew up, in time, to six feet and her two sisters were also normal. Georgia was the sixth child, and when she was 2 her mother died. When she was 2½ her father noticed that she could still toddle under a living room table which her head had almost touched quite a few months before. When she could still walk under the table at 3 her father took her to a doctor. His sixth child, Mr. Bowen learned, was a "dwarf type."

Georgia's father is a religious man and he looked upon this as the will of God. He put off sending Georgia to school until she was 8. At that age she was not too much shorter than other first-graders but her legs and arms were abnormally short; her legs were conspicuously bowed and she walked with a strange rocking gait. Her differences were promptly brought to her attention in a barrage of questions:

You never had **VODKA** so good



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VODKA



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Those who know are serving more and more Arrow Vodka. You will notice it at smart gatherings and dining places everywhere. Arrow Vodka has rapidly grown in popularity because it's so smooth ... so dry ... it tastes so good ... yet your breath never tells. Whether you prefer it straight or in a variety of delightful mixed drinks ... one sip ... and Arrow will be your favorite Vodka, too. Try Arrow today ... "You never had Vodka so good!"

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VODKA STINGER



OUT OF HEARTBREAK CONTINUED

"Why are you so short?" "Why are you so bowlegged?" "Why is your head so big?" "Why do you walk like a duck?" To all these Georgia could only answer, "Don't know." It seemed to her that there were a lot of different sizes and shapes in the world—tall shapes, fat shapes, all different kinds. When she heard herself addressed by names such as "Shorty," "Half-pint," "Porky," "Shorty Britches," "Big Head," she turned in blind fury on her schoolmates. This, naturally, increased the taunts.

So as the years went on she learned to keep quiet. She became as wary as a woods animal, growing familiar with the probing looks directed at her and learning to jump quickly to escape the shoves to the ground her size invited. Her chief playmate became the family's Dalmatian dog, who did not concern himself about her size and took to convoying her to school to protect her from those who did.

In the fifth grade she thought one day of an inspired way of getting around her size: she would play with children half her age and therefore of equal height. She started sidling over at recess and after school to join the first-graders. The next two weeks were the most satisfactory she had known in her school career. Then one day the principal summoned her to her office.

Georgia couldn't think of any school rule she had violated. The principal asked her where she had been playing. Georgia had a terrible sense of foreboding.

"Georgia," the principal finally came out with it, "I am getting these phone calls from the parents. The first-grade children are going home and saying that you are scaring them."

"Scaring them?" Georgia said, her body trembling. "I just wanted to play."

"Well, Georgia," the principal said, "you'll have to play with the children in your own grade."

Georgia slid off the chair and left the principal's office in a state of shock.

Today it seems astonishing that no one ever sat down and talked over Georgia's differences with her in her early years. Her brothers and sisters were far older, her closest sister a gaping six years away. Their progress only magnified her sense of inferiority. Looking back, Georgia says, "The awfulest part about it was that you couldn't discuss it. It was something they whispered about, like leprosy or syphilis." Later on her father discussed the parable of the talents with her, with emphasis on the idea that the Lord expected even those whose endowments were the least to use them, but by this time Georgia wasn't much impressed.

"I felt," she says, "like the ugly duckling. Here I was with five brothers and sisters all growing up high and pretty. All these white ducklings—and then the black duckling came along. I felt I shouldn't even be there."

With no one to talk them over with, her differences were spotlighted to her by almost everything she did. The simple business of sitting down in a chair backside first, an act most people seemed to find so ridiculously easy, was as impossible for her as for a one-legged man to walk up Everest. She had to crawl up into the chair, then turn around sticking her feet straight out into space. Taking a streetcar to school at the age of 10, she had to crawl up the cliff-like steps on her hands and knees.

Not until she was 11 did Georgia ever put her wonderment into words with anyone. Taking a ride one Sunday with her aunt and a friend of the aunt's, she saw something enormously fascinating: the fingers of the other woman's hands were interlaced and her forearms were resting in her lap. Georgia tried repeatedly to duplicate this astonishing maneuver. Try as she would, her arms remained somewhere up around her chest. Finally she asked her aunt about it.

"Auntie, why won't my arms go down like hers?"

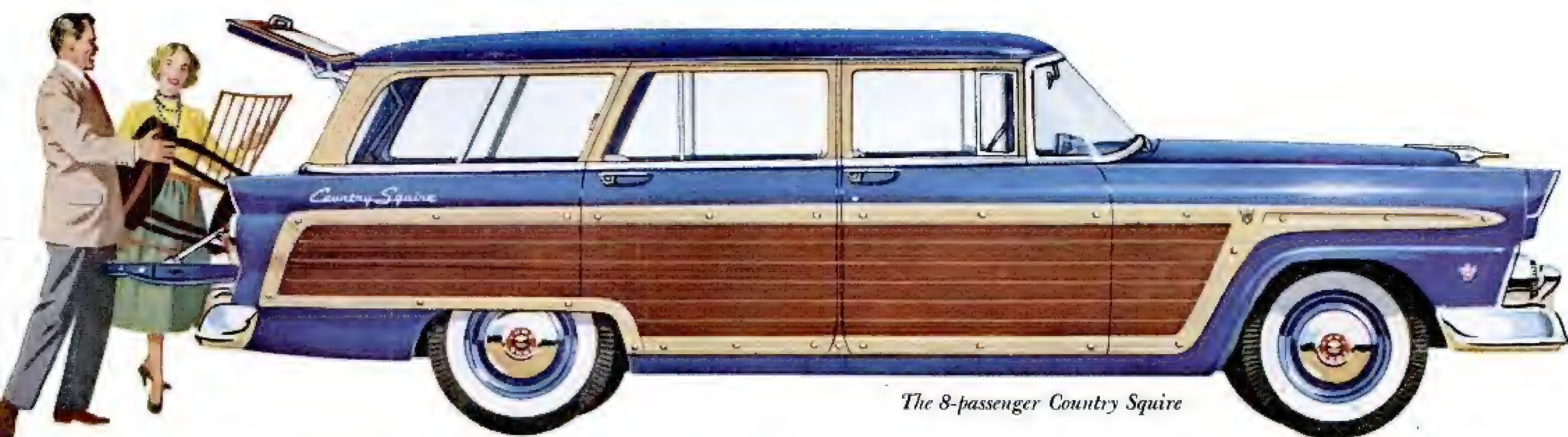
Her aunt hesitated. "Maybe," she said, "when you grow up they will."

This was the first piece of encouraging news Georgia had ever received about her size. She hugged it to her and soon had possessed



WELFARE WORKER Flynn talks to Mrs. Bowen about her children.

CONTINUED ON PAGE 191



The 8-passenger Country Squire



Ford's 8-passenger Station Wagons have an easy-to-lift-out rear seat, a Stowaway center seat that folds easily into floor.

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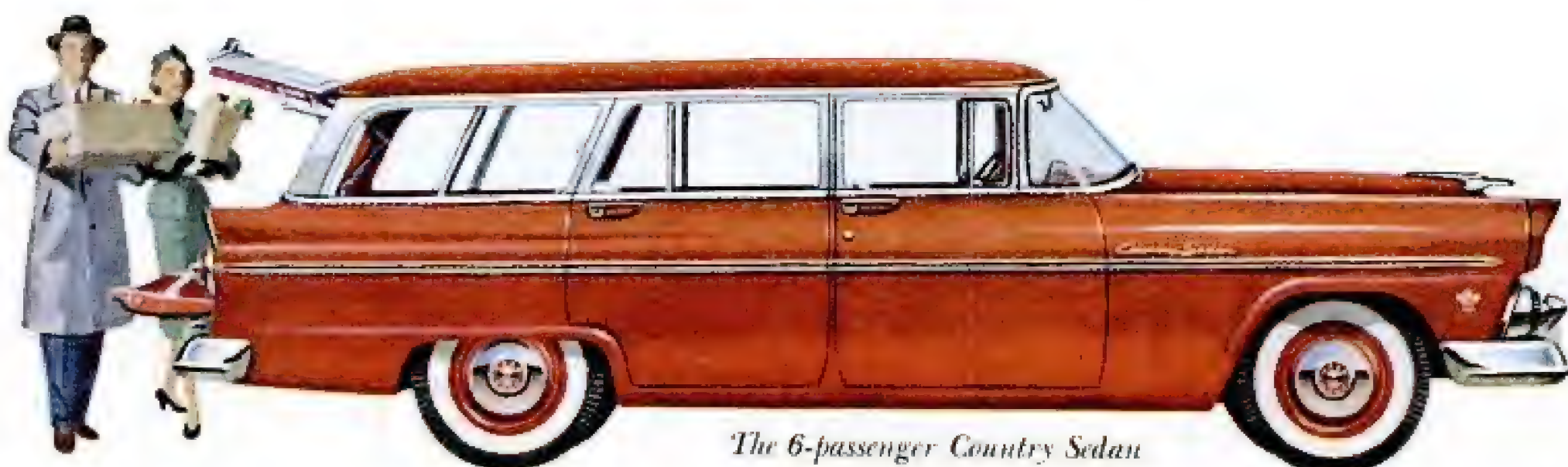
The 8-passenger Country Sedan

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herself of a glowing secret belief: one morning she would wake up to see her legs and arms magically lengthening.

Another ray of light in Georgia's childhood was her paternal grandmother, who lived in Logan, some 50 miles from Columbus. Georgia remembers her as an exceedingly warmhearted person, and a small woman, though not a dwarf. Georgia spent a year with her grandmother and went through ninth grade in Logan.

"You and I are tiny," her grandmother would say. "There are a lot of tiny people in the world."

This made her feel less alone. When Georgia said something about being too short her grandmother would say, "There's a convenience to being short as well as tall."

Georgia had never hated anything so much as having to leave her grandmother and go back to high school in Columbus. There, studying domestic science, she became a good cook from her perch on a stool in front of a stove. She learned to sew by utilizing a leaning-tower-of-Pisa stance on the edge of her chair until she was almost standing to operate the sewing machine treadle. Although she was very seldom invited out to other homes and never to dances, the other students at least relaxed somewhat with her and consequently she did with them. She became actually attached to the nickname "Shorty" she had once so resented. "It was said, well, in a different way now. It wasn't *thrown* at me." She even almost got into a fight with a girl who, being naturally small, enjoyed the same sobriquet. The question arose of which, she or Georgia, would wear "Shorty" on the back of her middy blouse, where the girls traditionally wrote their nicknames in pencil. Georgia was outraged that anyone should now try to take "Shorty" away from her. Retreating before such wrath, the other girl settled for a meek "Tiny." Georgia also discovered that though she couldn't slap like the others when she got angry, the others being so far up, she could deliver a very telling kick in the shins. At lunchtime the students, having got used to her, no longer looked at her over every bite. Now and then they included her in their after-school drugstore soda stops.

Then her sister Margaret began to take her on trips into the outside world of downtown Columbus.

In one way these trips were what they were meant to be—happy adventures. The two sisters bought Georgia's first pair of silk stockings and a dress which had to be altered drastically at the hem. They went to restaurants for lunch, and to movies.

'Look at the midget!'

BUT in another way they were trips of terror, for they took Georgia into a world not used to her. Walking down the street, holding high up to her sister's hand, she would feel the eyes begin to turn and stare and feel the old foreboding come upon her. Foreboding, then fury. She would whip around and let go a dead-end quiet "What are you staring at?" Or a blind-rage "I hope you get an eyeful!"

Her most terrifying moment came one day when a large, billowing woman turned and shouted in a voice Georgia thought all downtown Columbus could hear:

"Look at the midget!"

Georgia Bowen recalls her emotions as she stood there with the bulging eyes of the crowd and this woman on her: "I wanted to turn to her and shout, 'I'm not a midget! You idiot, don't you know the difference between a midget and a dwarf?'"

A midget, Georgia would have liked to explain to the woman, is tiny but properly proportioned all over, whereas a dwarf of Georgia's type is all out of proportion. But she did not educate the woman. Her eyes almost blinded, she yanked up at Margaret's hand and they went on. After that Georgia stopped going to downtown Columbus.

High school graduation, a day of joyous ritual, was for Georgia another ordeal. She had to face eyes again—those of several hundred people. When her turn came to walk across the stage to get her diploma she went as fast as her ducklike gait would carry her, and at the end of the stage breathed a long sigh of relief that that was over—not only the ceremonies but the whole thing of school self.

But as she came off the stage the suspicion that had grown stronger recently came up and smashed against her in full realization: She would never, never grow up.

Having at last admitted to herself this overwhelming truth, Georgia determined that she would not let her handicap make her dependent on her family. This decision required her to do the hardest thing she has ever done. In school she had become a good seamstress. She waddled back to downtown Columbus, into the



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SUNDAY DINNER is culmination of a day of pleasant ritual. In the morning she bundles all 12 of her boys into two taxicabs for the trip to church.

OUT OF HEARTBREAK CONTINUED

stores, up to the astonished managers and asked for a job. Store after store politely took her name and promised to ring her up if a vacancy fell open. She never heard a word.

Finally she turned to the "Help Wanted" columns and just about the toughest work available: housework. Here even she was accepted, but the methods she had to use were extremely tiring. If she got down on her hands and knees to scrub a floor her legs were so short and her torso so long that she was likely to tumble over. So she scrubbed standing up, being able to lean over and do it without bending her knees. She came home every night with an excruciatingly aching back.

She was still determined somehow, some way, to get the form, if not the content, of a normal life. She even tried the most normal experience of all, and one she had never expected to try—marriage.

Her marriage to a normal-sized husband rocked through four troubled years. It served mainly to focus her hopes on yet another way of life she thought might settle and satisfy her bitterly troubled spirit—motherhood.

Her sister Margaret used to say that she had never seen anyone who wanted a baby as much as Georgia did. She did not, however, want to bring someone else like herself into the world. She consulted doctors and was told that dwarfs could have perfectly normal children.

The baby was born a normal-looking boy in every way, but his mother watched him closely with her old aching doubts. One day when he was two months old she looked at him, felt him and knew that he was going to be like herself.

Georgia Bowen says today of that discovery, "I felt terribly, terribly guilty."

On top of this discovery her marriage had at last dissolved. Alone with her dwarf child, Georgia Bowen was as determined as ever that neither she nor her baby would be dependent on anybody. She dropped her married name, henceforth calling herself "Mrs. Bowen," and went on.

Vision of a new life

MOVING with little Gene into half of a tiny duplex, she started doing any and all work she could get. She baked cookies and cakes and sold them. She did housework—trundling Gene right along with her. She took in laundry, and did it at night at home, leaning over from a two-step staircase to operate the washing machine.

At this point in her life Georgia Bowen met two women who were "foster mothers." It struck her as an extraordinary vocation. What you did, she learned, was take children from broken homes or children with handicaps into your home. She inquired further. Many of these children had handicaps she had never even heard of but which made her own seem as nothing.

To Georgia Bowen this news was a glimmer of a new life. With her usual forthrightness she picked up the phone and called the county welfare board. A caseworker named Miss Lois Schwartz answered. Georgia gave Miss Schwartz her name, said that she had

CONTINUED ON PAGE 19

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two friends who were foster mothers and that she would like to be one herself. Miss Schwartz, mildly astonished at such a way of going about such a matter, handled the call courteously but did not take it seriously.

That was November 1948. In the next 11 months, after hundreds of calls from Georgia Bowen, the welfare board began to consider itself in a semiserious state of siege. Then the board learned that the mysterious Mrs. Bowen who was making the calls was a dwarf. And then the board was quite astonished. When nearly a year had passed and Georgia Bowen had reinforced the phone calls with mailed references from her minister, her doctor and others and still heard nothing, she decided she would have to assault the fortress bodily. In October 1949 she marched down to the welfare board to demand what she by now had come to consider her rights. In the office Miss Schwartz recognized her from her size.

"Well, Mrs. Bowen!" the caseworker said. "If the mountain can't come to Mahomet, Mahomet comes to the mountain. I'm Miss Schwartz."

"Yessiree!" Georgia Bowen sang out. "How about those children?"

Georgia Bowen climbed up into a chair and looked Miss Schwartz in the eye.

"Just because I'm short," she said, "is no reason I can't handle the job!"

"That has been a question," Miss Schwartz admitted mildly.

Georgia Bowen leaned forward intently and talked for several minutes. The gist of her brief was a practical argument: her stature, far from restricting her, gave her special qualifications for taking care of handicapped children. "I know what it is to be handicapped and have people not accept me," she told the welfare worker matter of factly. "I'll be able to understand their troubles."

After she had left, Miss Schwartz and the board talked it over and decided, though with strong misgivings, to take a chance.

About midmorning of Jan. 23, 1950, Georgia Bowen's doorbell rang. There was Miss Schwartz holding a 3-week-old baby.

Mrs. Bowen recalls her first sight of him. "He had a cleft lip and palate. I clenched my hands. It scared me to death just to look at him."

Trial by numbers

SHE had a strong suspicion that the welfare people were "trying" her, expecting to prove by bringing her such a child that she could not be a foster mother. This suspicion greatly bolstered her will, for the next few days were the busiest in her life. The boy, whose name was Brucie, was not expected to live, and it was almost impossible to get food into him. With a special feeding instrument it took about an hour to get him to swallow even the smallest amount of milk, and he had to be fed every three hours day and night. It was like trying to keep a sick calf alive with an eye-dropper.

"Every time I got a few drops of milk down him," Georgia Bowen recalls, "I felt as if I had won the Derby."

A week later she got another phone call. "We have two more babies for you," Miss Schwartz said.

Two, Georgia Bowen thought. "I didn't know how I could manage them. All 24 hours of the day were already taken up with Brucie."

"Bring them out!" she told Miss Schwartz.

The two children arrived on a Sunday afternoon. Seven-year-old Bobbie was brought by his parents. When she answered the door the parents looked down, startled, at his foster-mother-to-be but brought their boy in. He had tuberculosis of the spine and his body was encased in a heavy steel and leather brace. He sat looking steadily up at a place on the ceiling.

The doorbell rang again. There was Miss Schwartz, carrying a 6-year-old boy. He was Leroy and was paralyzed from polio. Miss Schwartz carried him in and set him on the davenport. He held his useless legs with one hand and with the other seized the arm of the davenport to keep from falling over. He sat there looking scared.

"Those boys looked," Georgia Bowen remembers, "just like I used to feel when I met new people."

Bobbie's parents instructed her in the multiple needs of a boy having tuberculosis of the spine. His braces, for one thing, must never come off him, even at night. Miss Schwartz instructed her in the care of a boy with the postpolio condition. His brace must be taken off at night.

Then the adults departed, leaving Georgia Bowen with three children afflicted with three different, complicated handicaps.

The following weeks were hectic beyond belief. Georgia Bowen



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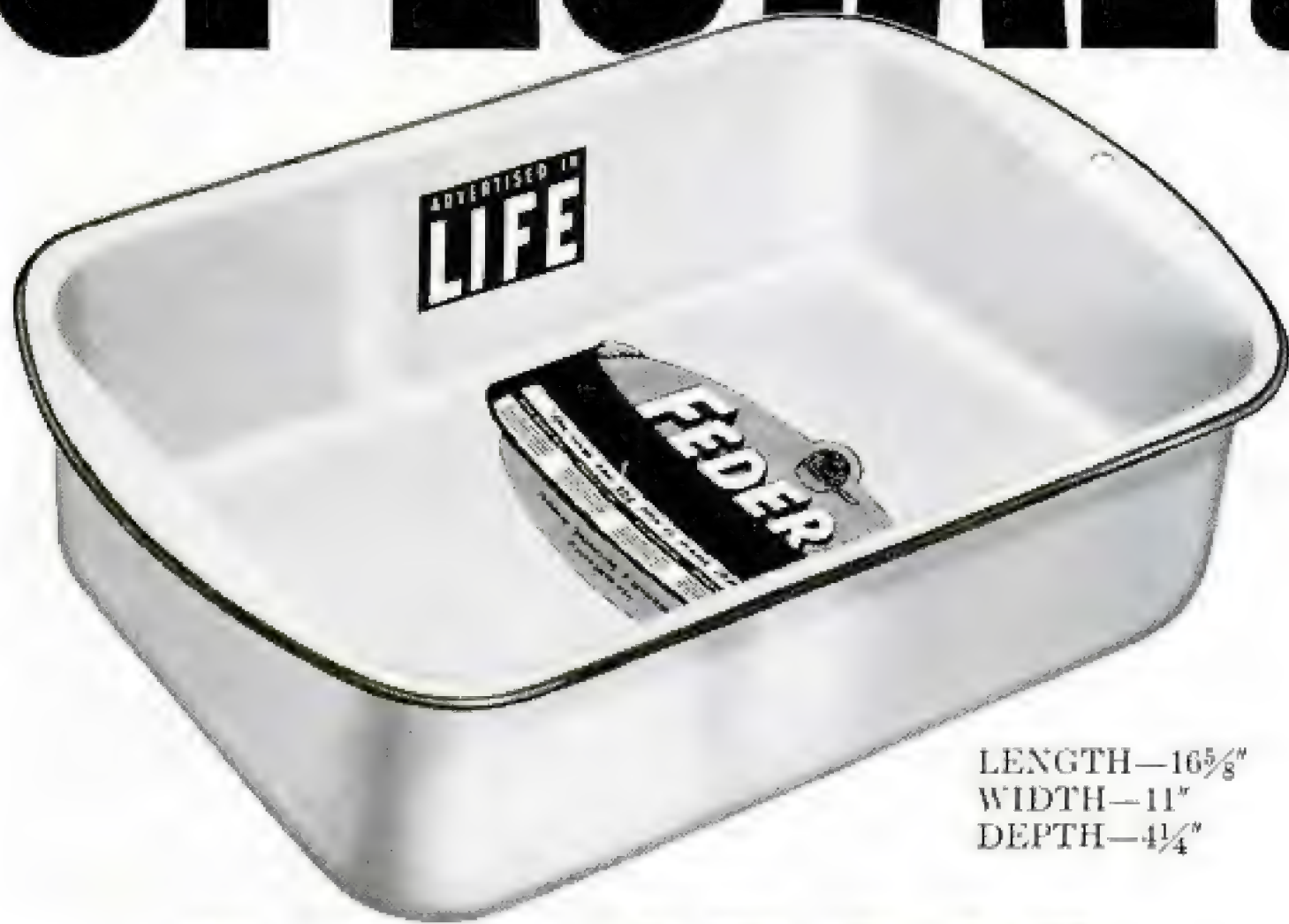
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MUTUAL AID among the boys keeps the Bowen household running smoothly. Eleven-year-old Leroy gives 4-year-old Billy a hand with his bow tie as they dress for church.

OUT OF HEARTBREAK CONTINUED

tumbled out of bed at 6, having been up during the night to feed Brucie. She awakened Leroy and Bobbie, buckled Leroy into his brace, washed them both, got breakfast and hefted them down the steps and into a taxi that would take them to their special school. Then she took care of Brucie, cleaned the house, did the laundry, and at 3:30 welcomed Leroy and Bobbie home from school. While her own Gene, now aged 11, baby-sat, she went to the store and got groceries, came back and got supper, played with the children until bedtime, then hoisted Leroy's body up against her own small frame and trucked him up the steep stairs, took off his heavy brace and put him to bed, put Bobbie to bed, fed Brucie, then collapsed into her own bed after setting the alarm so that she would be awakened three hours hence to feed Brucie again.

In March, after the boys had been there two months, there came a morning that Georgia Bowen remembers very clearly:

"I was sweeping up and suddenly I thought, 'It's going to work.' I set the broom down and sat myself down. All this time, I thought, I had been wandering around wondering what I was put here for. Now I knew. I'd found out that I could be of help.

"I got up and went over to the phone. 'Miss Schwartz,' I said, 'I'd like another baby.'"

Mike, 5, was an exceedingly sad-looking creature, and with some reason. He fitted almost exactly the description of the kind of boy Miss Schwartz was finding out she could send to Georgia Bowen's home. "Where else," the welfare worker says, "would a totally helpless spastic be so welcome?"

Mike takes a historic walk

IN her tiny home Georgia Bowen was now conducting a cerebral palsy clinic, a postpolio clinic, a tuberculosis of the spine clinic and a cleft palate clinic. Six months before she'd been conducting nothing but herself and Gene.

Mike took the most time. Since a spoon would flop right out of his hands he had to be fed. This took an hour. To develop his muscle control, she daily massaged his legs for another hour. To teach him to walk, she got a pair of walking bars, propped Mike's limp body up against the wall, then, standing across the room, beckoned to him while he started painfully across, supporting himself by the bars. When he started to fall she rushed forward and caught him in her half-length arms.

By that summer Brucie, who hadn't been expected to live, had fattened up enough for an operation on his lip and palate, and the special feeder was triumphantly junked. In August, Miss Schwartz sent two more boys with cerebral palsy. The school year got under way in September 1950 with a household of six children plus her own Gene. He had become his mother's chief (and only) assistant

CONTINUED ON PAGE 201



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and was having a far happier childhood than hers. Remembering her own agonies, she had prepared him carefully for the fact that he was different.

Then, after nearly three happy years there, Georgia Bowen's house was sold out from under her. She hadn't an extra cent to her name, but she bought a larger house with two mortgages which were signed by herself and members of her family, who were proud of her successful struggle. When she and her children moved in, in September 1952, the first thing she did was to telephone the welfare board.

"I have a larger house. I want more children."

In the course of the next 11 months she got them—10 more of them. In this interval four of those who had progressed nicely left, so the household total at the beginning of the 1953 school year was a comfortable 12.

Georgia Bowen became known as a woman who would go bristling to bat for her children. Once she was told that a 4-year-old cerebral palsy victim named Tommie who had been sent from downstate by another agency would be allowed only a month with her and in the clinic before the doctors would decide whether he was treatable. If he had not made enough progress in that time he would have to return home. She went roaring off to get the support of Tommie's clinic doctor. "The boy can't walk," she argued. "He can't feed himself. When he tries to talk he becomes so tense he almost throws himself out of his chair. The Lord himself in that condition couldn't in one month become adjusted enough to be treatable." She was given six months and by then she had taught Tommie, who had been described as "as near to hopeless as a human being can get," to walk and feed himself some. He has remained with her and is making more progress.

Today William Flynn, still amazed and a little bewildered, says, "Somehow that house of hers works. *How* it works I honest to God don't know. It doesn't fit anything in the book. All I know is that some of the most difficult children we've ever had have gone into her home and adjusted so rapidly it's completely amazing to us. The nearest I can get is . . . she's able to feel what they're feeling so she knows what they need. And they can talk with her on their own eye level—I think that makes them feel good. She's absolutely unique."

Almost the last of Georgia Bowen's self-consciousness about her own size has passed away amidst handicaps which she considers so much worse. She has not forgotten her childhood, but she can say, without for one second being sanctimonious about it: "I would hate to live it over again but I believe I'm actually grateful for my childhood now. Today when my kids cry I can go right along with them, for I went through it. I can almost feel myself inside them."

"I was always in corners. We ought to bring kids out of those corners. That's all I want to do."



"LOTS OF LOVE" is Mrs. Bowen's main formula, although she is a firm disciplinarian. Here Bruce, who had successful operation for a cleft palate, gets a hug.

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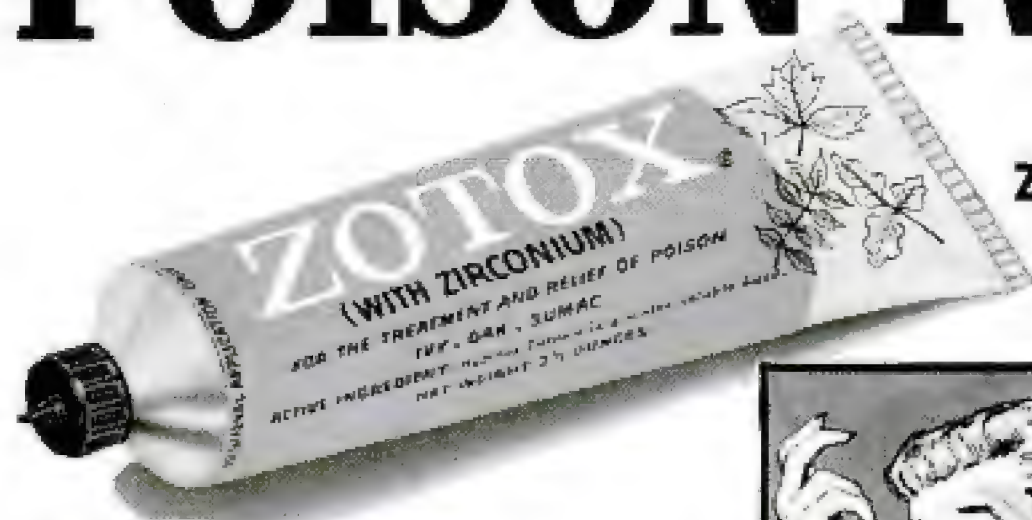
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MEDICINE



TV PREVIEW of Otis Murphy being rolled toward the operating room appeared on a news program two hours before the surgery went on the air.



CAMERA CUE is given by masked WSB-TV News Director Don Elliott. Live telecast alternated with medical films and discussion by doctor panel.



UNDER CAMERA'S EYE surgeons prepare to remove lung lobe. Only 11 minutes of the three-and-a-quarter-hour operation were telecast.



FAMILY ORDEAL is endured by the Murphys who follow their father's cancer operation on television. As TV camera probes his chest cavity, Sarah, 13, weeps.

AT HOME (below) with daughter Sarah, Otis begins a 12-month period of rest by which time, if no further lesions have appeared, he will probably be cured.

A REAL-LIFE 'MEDIC'

Patient's operation is watched by family on TV

A mother with her children sat tensely in front of a pair of TV sets in Atlanta, Ga. absorbed in a medical drama on WSB-TV. As the surgery progressed, culminating in a close-up view of an excised diseased lobe of a lung, they turned away. Some of them fainted. For the hero of the harrowing performance was the family's father, a retired 57-year-old carpenter named Otis Murphy who was undergoing a televised operation for lung cancer at Atlanta's Georgia Baptist Hospital.

The half-hour show was telecast locally in place of the realistic but fictional weekly medical drama *Medic*. It was sponsored by a group of Georgia medical agencies which hoped to impress the 200,000 viewers that the dreaded disease can be halted if it is recognized early enough. Nine days later they televised the real clincher to their argument: the happy sight of the recovering patient going home to his relieved family.





PHEASANT'S POINTED REPLY

Jim Deren, a New York sporting goods dealer, went pheasant hunting with bow and arrow last month and in one startling instant, which was recorded by Photographer Ed Phizenmaier who accompanied him, discovered what it's like to be the target. Prowling the Amwell shooting preserve near Ringoes, N.J., near the end of the shooting season, he

flushed a fine cock pheasant. As the bird rose quickly Deren made a hurried, weak shot without pulling hard enough on the bowstring. The arrow hit the bird's beating wing and, reversing its direction, bounced back toward the archer. Both hunter and quarry got away. Deren ducked in time, and the bird, having dropped a few feathers, flew safely off.

**IT TAKES PULL
TO WIN THIS**

Siamese Tug of War

1 "Only a bulldozer can match the power of a squealing, trumpeting elephant fresh from the jungle," writes Bert Torrance, an American friend of Canadian Club living in Siam. "Elephants are broken in to haul teakwood when they're 15 or 20 years old. At a logging camp I visited recently, they'd caught a big bull of 35. As I watched, the giant tusker broke loose. I ran to help and found myself in a real tug of war."



2 "Less rambunctious after we showed him who was boss, the 4-ton beast resigned himself to captivity in the stockade built to hold captured elephants. In a few years, these tusked tractors would be in harness and gainfully employed."



3 "My strenuous efforts were rewarded when a civilized elephant, under orders from his mahout, presented me with a bamboo clapper. Native beaters use these clappers to frighten the jumbos and drive them out of the jungle. It was a nice souvenir, but I didn't have room in my gear to take it with me."



4 "Touring sawmills in Bangkok last month, the trainer brought me my clapper. I showed my appreciation at the Oriental Hotel where the bar stocks Canadian Club."

5 "It may be a myth that elephants never forget, but I know I won't forget the many times I've enjoyed Canadian Club here in the Orient and everywhere else I've been."

Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon.

Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long... in cocktails before dinner and tall ones afterward. There is *one and only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.

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